

NEW DESIGNS

MORE COLOR

MORE BEAUTY

Christmas 1953

AT **ADLER-JONES**

P.T. Metal Fudge for Tree.
Sensation of the Display Show

TWINKLING FOREST SETTING

Striking creation of crafted papier mache and densely clustered branches. Wood base. Glistening blanket of thick, white snow-flock covers entire setting. Tiny B-lights blink on and off independently producing an entrancing, eye-arresting effect. Deer is full-round of featherweight, unbreakable ADLON* painted turquoise or pink, or flocked in fawn color. SPECIFY.

No. 3CX5936—Overall: 5'8" high, 4'2" wide, 33" deep.
Deer only: 29" high, 15" long, 7" wide. \$98.75
Complete as shown..... 81.75
Setting as shown without lights..... 16.50
Deer only.....
*A new compound of polystyrene and latex.



Christmas Mail Call

A brief, meaningful message (see suggestions below) applied to this colorful, unusual setting will result in a sure-fire attention-getter. Lends itself to all manner of merchandise, toys, gift certificate promotions, etc. Open, wood mail box in green will accommodate merchandise and gift boxes. Twig bush. Heavily snow-flocked. Brilliantly-colored, full-round Santa is molded in unbreakable, featherweight ADLON and hand-painted. Deer sculptured in ADLON and available in fawn color flock or painted pink, turquoise or white. SPECIFY. Santa and deer are self-standing. Use them anywhere.

No. 3CX5931—Overall: 41" high, 41" long, 28" wide.
Complete setting as shown..... \$89.50
Mail box on base only (includes bush)..... 31.00
Santa only, 38" high x 19" x 15"..... 39.50
Deer only, 34" high, 15" long, 10" wide..... 19.00

SUGGESTED PROMOTIONAL MESSAGES:

- SEND HER—With a Gift From (store name).
- Gifts for the MALE Man.
- For Your Toy Dreams Come True, Write Santa, c/o Toytown (floor).
- Wonderful Idea! Mail Gift Certificates from (store name).

ADLER-JONES COMPANY
521-525 S. WABASH AVE.
CHICAGO 5, ILLINOIS
PHONE: HARRISON 7-9624



Dramatic! Festive! JUST \$37⁵⁰ COMPLETE

Leaping Deer and Sleigh

Dimensional, stylized sleigh of wood, compo-board and wire. Glistening, white-frosted finish. May be used on wall or as self-standing unit. Half-round, featherweight deer of white, textured Fiber Glass decorated with colorful clusters. A striking wall or post attraction. (Gift boxes and ribbon not included.) Stars priced below.

No. 3CX6009A—SLEIGH and 3 DEER—Overall as shown: 12½ ft. long. Complete (gift boxes and ribbon not included).....\$37.50

No. 3CX6009—SLEIGH ONLY—3 ft. long, 19 in. high, 12 in. wide overall. Each\$16.50

No. 3CX6010—DEER ONLY—Each 3 ft. long, 19" high, 3½" relief. Ea. \$7.00

No. X597—STARS ONLY—7 in. diameter, white frosted cupped stars of papier mache. 1½ in. relief. Per dozen\$1.50



GIANT LANTERN WREATH—Lights up!

Beautiful wreath of brilliant, highly-veined foil leaves and clusters of red glass berries on padded form. Hanger attachment. Lantern of translucent red plastic with black metal frame. Lights up! Equipped with bulb and wired, ready to connect! Wreath available in Christmas green, chartreuse, silver or gold. STATE COLOR.

No. 3CX6007—Overall: 4 ft. diameter. Complete with lantern.....\$29.25
Lantern only with bulb and wired—14 in. high x 7 in. x 7 in. Each. 7.75

A HANDLING CHARGE OF \$1.50 IS MADE ON ORDERS UNDER \$15.00

HANGING LANTERN →

Lighted lantern of translucent red plastic and black metal frame. White, sparkle-tipped, green plastic pine and gold glass berries.

No. 3CX6013—Overall: 22 in. high, 18 in. spread, 14 in. deep. Complete as shown, with bulb and wired.....\$13.75
Lantern only, with bulb and wired, 14 in. high x 7 in. x 7 in.\$7.75



↑ TWIN LANTERN BRACKET

Lights Up!

Glowing lanterns of special, light-transmitting red plastic and black metal. Black metal bracket. Gaily decorated with spattered foiled leaves in your choice of green or gold and contrasting glass berries. SPECIFY COLOR OF LEAVES.

No. 3CX6032—Overall: 4 ft. high, 27 in. wide, 25 in. extension. Complete with lanterns, ready to connect.....\$29.75
Lanterns only, with bulb and wired, 14 in. high x 7 in. x 7 in. Each.....\$7.75

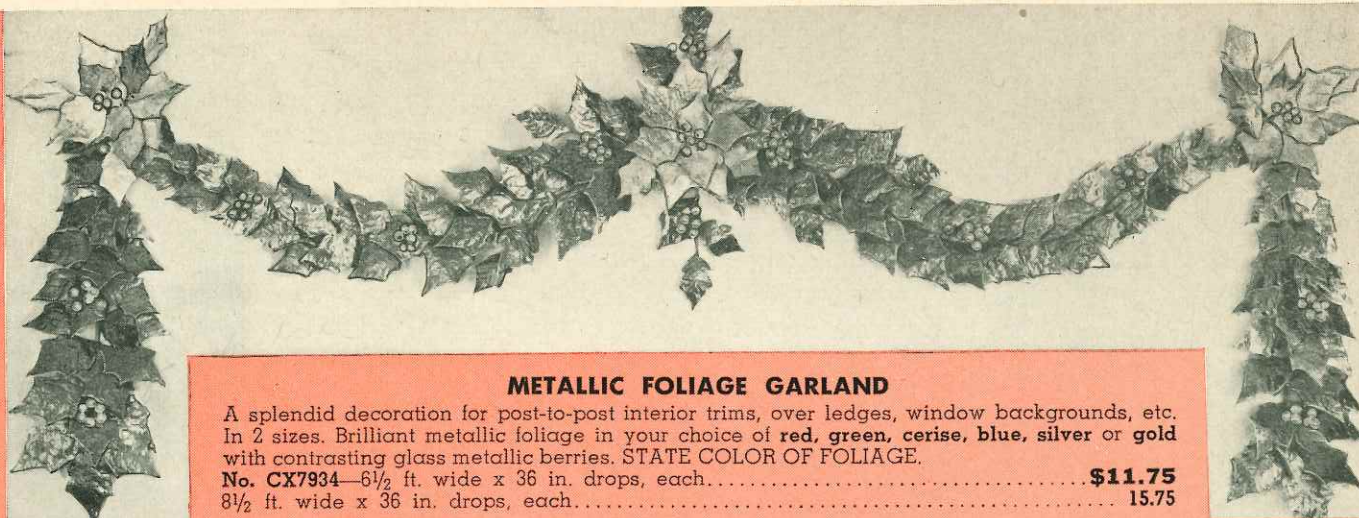
★ ★ ★

Lighted LAMP POST →

Wood post and base in handsome black provide a striking contrast to the light-transmitting red plastic lantern framed in black metal. Glistening decoration of spattered foiled foliage in your choice of green or gold with contrasting glass berries. STATE COLOR OF FOLIAGE.

No. 3CX6011—Overall: 6 ft. 8 in. high, 25 in. wide, 12 in. dia. base. Complete with lantern, ready to connect\$27.00
Unit without foliage 21.50





METALLIC FOLIAGE GARLAND

A splendid decoration for post-to-post interior trims, over ledges, window backgrounds, etc. In 2 sizes. Brilliant metallic foliage in your choice of **red, green, cerise, blue, silver or gold** with contrasting glass metallic berries. **STATE COLOR OF FOLIAGE.**

No. CX7934—6½ ft. wide x 36 in. drops, each.....**\$11.75**
8½ ft. wide x 36 in. drops, each.....**15.75**

TO INSURE ON-TIME DELIVERY, PLEASE ORDER EARLY

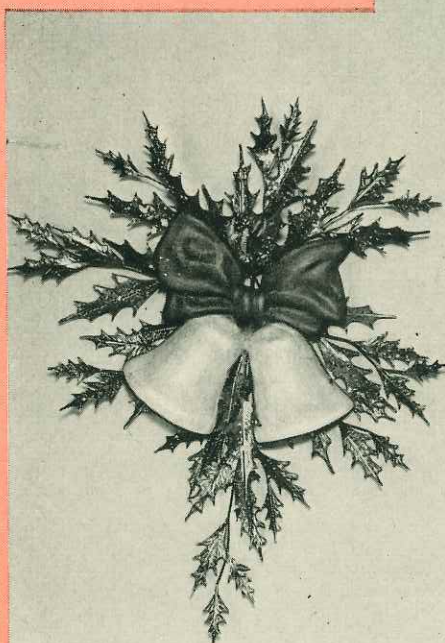
(Below)

BELL and BOW DECORATION

Huge, half-round red/white bells and bow molded in textured Fiber Glass against a backdrop of spattered spiked foil leaves in your choice of **green or gold**. **SPECIFY.**

No. 3CX5960—Overall 40 in. long, 33 in. spread, 5 in. relief.

Complete**\$9.50**



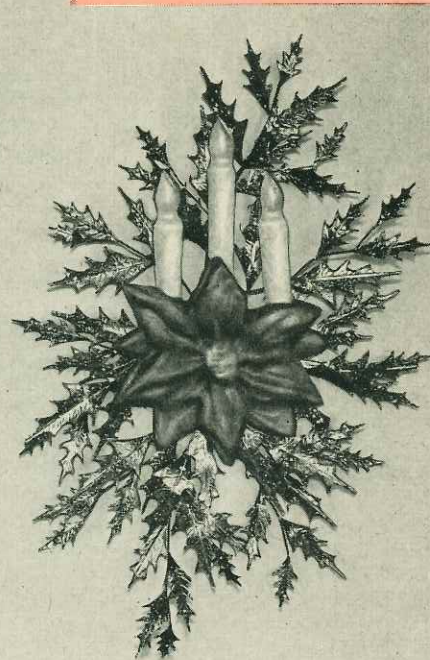
(Below)

POINSETTIA and CANDLE DECORATION

Nice detail characterizes the large red poinsettia and half-round white candles molded in Fiber Glass. Spattered spiked foil leaves may be had in **green or gold**. **SPECIFY.**

No. 3CX5961—Overall: 46 in. long, 30 in. spread, 3 in. relief.

Complete**\$11.25**



PINE CONE AND BELL CLUSTER

Gleaming red plastic bells hanging from a cluster of shiny green lacquered leaves; natural, white-tipped pine cones, red holly berries and red ribbon bow. Splendid show card, case and shadow box decoration.

No. 9CX5/4—8" x 8½".
Per ½ dozen.....**\$7.50**
Per dozen.....**12.00**



9CX5/4

↑ Lighted DIMENSIONAL PLAQUES

Glowing, vividly-colored plaques detailed in translucent plastic with 1½" relief. Equipped with bulb and cord. Sprays of spattered foil leaves in **gold or green**. **SPECIFY.**

MINIMUM ORDER: 2 OF ANY ONE NUMBER OR ASSORTED

(TOP) SNOWMAN PLAQUE—Overall: 34 in. high, 30 in. spread, 2 in. relief.

No. 3CX6083A—Complete, set of 2...**\$11.00**

(BOTTOM)—SANTA PLAQUE—Overall: 34 in. high, 30 in. spread, 2 in. relief.

No. 3CX6083B—Complete, set of 2...**\$11.00**

ASSORTED (1 SNOWMAN PLAQUE and 1 SANTA PLAQUE)

No. 3CX6083C—Complete, set of 2...**\$11.00**

PINE CONE AND HOLLY CLUSTER

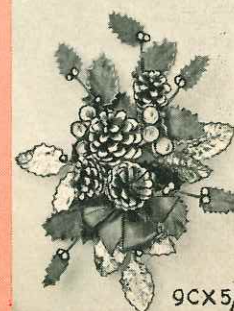
4 natural, white-tipped pine cones on a setting of silver foil and shiny green lacquered leaves. Red holly berries and red ribbon bow.

No. 9CX5/19—8½" x 12".

Each**\$1.35**

Per ½ dozen... **7.00**

Per dozen.....**13.50**



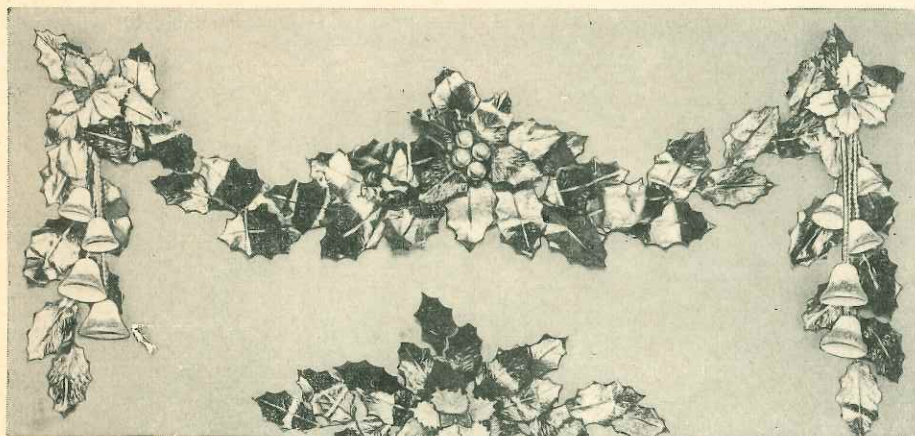
9CX5/19

New, Brilliant Designs



MERRY CHRISTMAS CANDY STICK—Glossy red/white fibre tube decorated with sparkling, deeply veined foil leaves. Bow and streamer of red satin with gold lettering. Your choice of **gold** or **Christmas green** leaves. **STATE COLOR**. Tubes also available separately. See prices below.

- No. 1CX4891—Merry Christmas Candy Stick:** Overall: 70 in. wide, 22 in. high.
 Complete, each **\$9.50**
 Per 1/2 Dozen **47.50**
- No. X69—Red/White Spiral Tubes only:** 1 1/2 in. dia. x 7 1/2 ft. long.
 Per Dozen **\$18.00**
 Per carton of 24 **32.50**



BELL DROP GARLAND (Above)

Brilliant, heavy foil leaves with bead-chained, white and silver, frosted papier mache bells. Adorned with colored glass berries and red cellophane bows. Leaves in combinations of **red and silver** or **Christmas green and silver**. **SPECIFY COLOR COMBINATION**.

- No. 1CX4678** — 5 1/2 ft. spread, 2 1/2 ft. high overall.
 Each **\$7.00**
 Per 1/2 Dozen.. **35.00**

BAR BELL DROP (Left)

Brilliant, heavy foil leaves with bead-chained, white and silver, frosted papier mache bells. Red cellophane bow. Leaves in combinations of **red and silver** or **Christmas green and silver**. **SPECIFY COLOR COMBINATION**.

- No. 1CX4691** — 46" long, 32" spread.
 Each **\$5.00**
 Per 1/2 Dozen.. **25.00**

PEPPERMINT STICK DROP →

Shiny, cellophane-wrapped, red/white fibre tubes with sparkling foil leaves, red holly berries and red satin bow. An excellent accessory decoration to the Merry Christmas Candy Stick (left). Leaves in **gold**, **silver**, **Christmas green** or **light green**. **SPECIFY**.

- No. 1CX4831** — Overall: 40" long, 19" spread.
 Each **\$4.75**
 Per 1/2 dozen **24.00**



1CX4831



← "Merry Christmas" BANNER DROP

Glittering, white-frosted, deeply veined foliage with gold-stenciled, red ribbon streamers. Foliage in **Christmas green**, **blue**, **silver** or **gold**. **STATE COLOR**.

- No. 2CX5452**—5 ft. long, 26 in. spread. Each **\$9.50**
 Lot of 4 drops **35.00**

"Merry Christmas" Ribbon & Bow only, each **\$1.75**
 Dozen **17.50**

The High Cost of Billing, Processing and Packing Small Orders Makes It Necessary That We Add A Handling Charge of \$1.50 to Orders Under \$15.00.



CELLO BELL HANGER

Three shimmering 5 in. red cellophane bells with red satin bow on a setting of gleaming foil leaves. Your choice of **Christmas green**, **chartreuse**, **silver** or **gold** leaves. **STATE COLOR**.

Streamer shown not included. See below.

- No. OCX3956**—Bell Hanger dimensions: 30 in. long, 20 in. spread.
 Each **\$3.75**
 Per 1/2 Dozen **18.75**

SEASON'S GREETINGS STREAMER—Slightly different streamer from one illustrated above. "Season's Greetings" lettered in white and blue green on rich red facel.

- No. X582**—6 in. wide, 50 in. long, each **\$1.75**

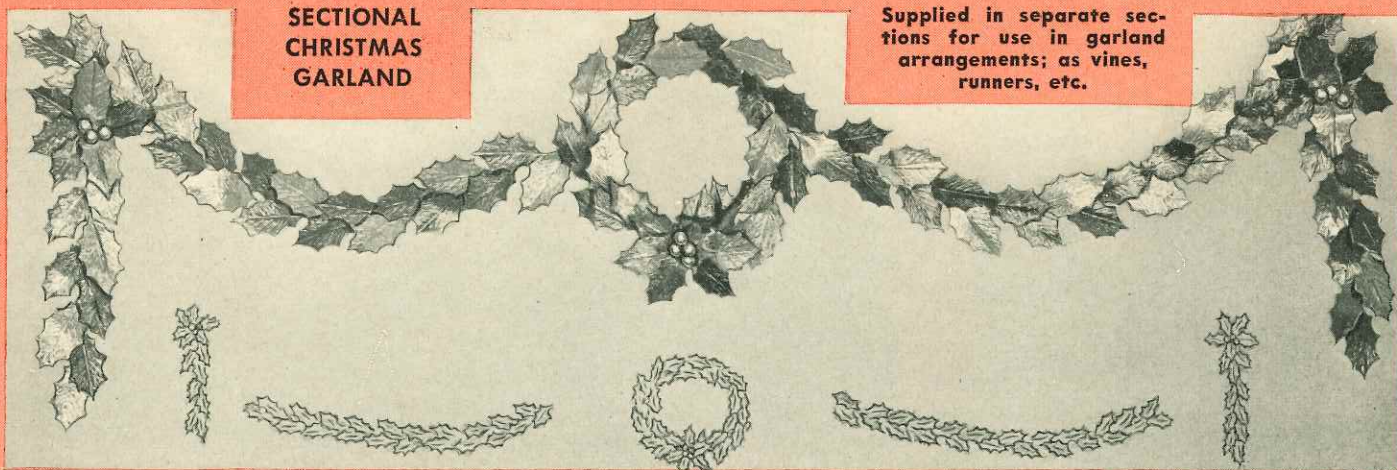
Adler-Jones Company

THE ADLER-JONES BUILDING

521-525 So. Wabash Avenue • Chicago 5, Ill.

SECTIONAL CHRISTMAS GARLAND

Supplied in separate sections for use in garland arrangements; as vines, runners, etc.



The three basic units (wreath, side runners and side drops) which make up the garland shown lend themselves to a host of different arrangements. Sections are easily hooked together. Each sectional unit may be had in any quantity. Deeply-embossed, gleaming foil leaves in combinations of red and silver or green and silver with silver glass metallic berries. SPECIFY COLOR COMBINATION DESIRED.

SECTIONAL CHRISTMAS GARLAND (AS SHOWN)—9 ft. 3 in. wide, 2 ft. 10 in. high overall.

No. OCX3959—Each **\$9.00**
Per 1/2 Dozen **45.00**

SIDE RUNNER ONLY (WITHOUT DROP)—6 x 48 in. (no berries)..

No. OCX3959A—Each **\$1.75**
Dozen **17.50**

SIDE DROP ONLY—10 x 30 in.

No. OCX3959B—Each **\$1.35**
Dozen **13.50**

WREATH ONLY—22 in. diameter.

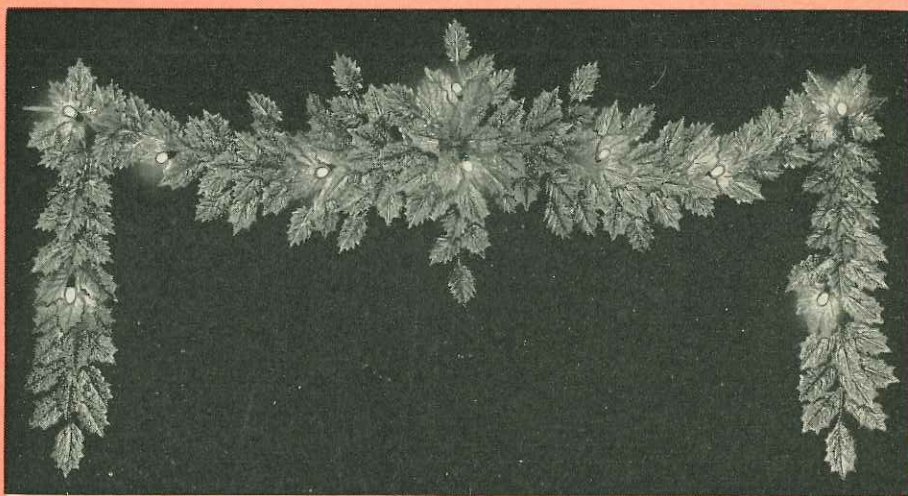
No. OCX3959C—Each **\$3.00**
Per 1/2 Dozen **15.00**

←GLOWING LUMARITH CANDLE

This unit abounds with Yuletide spirit. Beautiful, bright translucent plastic candle with glistening plastic flame and gold-finished wood base. **Stands out like a neon sign.** Adorned with chartreuse holly foliage and giant silver foil poinsettia. Candle in red or white. SPECIFY. Wired and ready to connect.

No. CX8313—27 in. wide, 5 1/2 ft. high overall.
Complete (with bulb and wired)... **\$29.00**
Decoration only **10.00**

**PLEASE BE SURE
TO STATE SIZES
AND COLORS
WHEN PLACING
YOUR ORDER**



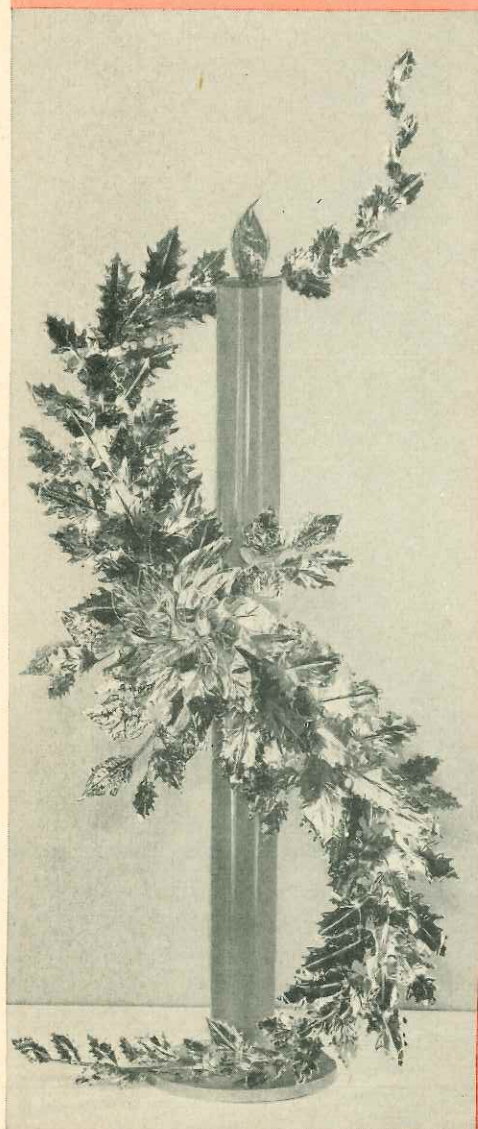
Flashing Light SILVER LEAF GARLAND

5 ft. 3 in. spread, 34 in. high overall

New idea in a Christmas garland! Simply plug it in and each tiny B-light of the 10-light set blinks on and off independently, creating the effect of twinkling stars. Profuse arrangement of double-sided, highly-embossed silver metallic foliage. Captivating effect of this glittering garland is enhanced by shadows cast as lights flash on and off.

No. 2CX5483—5 ft. 3 in. spread, 34 in. high overall.
Complete with light-string, ready to connect..... **\$24.00**
Garland only (without light string)..... **14.25**
10-Light Blinker Set only..... **8.50**

**THE FLASHING LIGHT POST PIECE SHOWN ON PAGE 7 IS AN
EXCELLENT COMPANION UNIT TO THIS GARLAND.**



products of Adler-Jones' creative and manufacturing skill

Gnomes, Santas and Deer shown on this page and front cover are sculptured in unbreakable, feather-weight ADLON . . . a new compound combining the qualities of Polystyrene and latex.

★ ★ ★

GNOMES—Impish, full-round figures skillfully hand-detailed in ADLON and hand-painted in gay multi-colors . . . to lend irresistible interest to displays, cases, counters, ledges, toy departments, etc.

TOP—SIGN HOLDER GNOME WITH BEARD.

No. 3CX6061—20 in. high, 13 in. wide, 6 in. deep.
Complete . . . \$13.25

LEFT—SITTING GNOME WITHOUT BEARD.

No. 3CX6017—14 in. high x 8 in. x 4 in. Each . . . 12.00

CENTER, BOTTOM—STANDING GNOME WITH BEARD.

No. 3CX6002—15 in. high x 9 in. x 4 in. Each . . . 12.00

RIGHT—SITTING GNOME WITH BEARD.

No. 3CX6015—14 in. high x 8 in. x 4 in. Each . . . 12.00



↑ Lovely Feather Tree

Exquisite attraction of soft, fluffy, non-shedding feathers. Tree is full-round on a molded frame with frosted base. Your choice of white, pink or aqua feathers. SPECIFY. Glass ornaments in appropriate color are packed separately.

No. 3CX5904—Overall: 5 ft. high, 36 in. dia.
Complete with ornaments . . . \$34.75
Tree without ornaments . . . 29.75

★ ★ ★

30" HIGH FEATHER TREE—Full-round, with different base. White, pink or aqua. SPECIFY.

No. 3CX5904A—Complete with ornaments . . . \$20.00

★ ★ ★

DECORATED DEER—Full-round, ADLON deer with cluster of iridescent mirrored plastic leaves and contrasting glass berries. Deer available in white, pink or turquoise. SPECIFY.

No. 3CX5999—29 in. high, 15 in. long, 7 in. wide.
Complete . . . \$18.50



**ADLON
SANTA**

Unusual depth, uncommon detail and extremely vivid color distinguish this full-round Santa. Hand-crafted in ADLON and hand-painted.

No. 3CX6056—24 in. high
x 10½ in. x 10½ in.
Each . . . \$19.75

Three Kings Nativity→ Lighted!

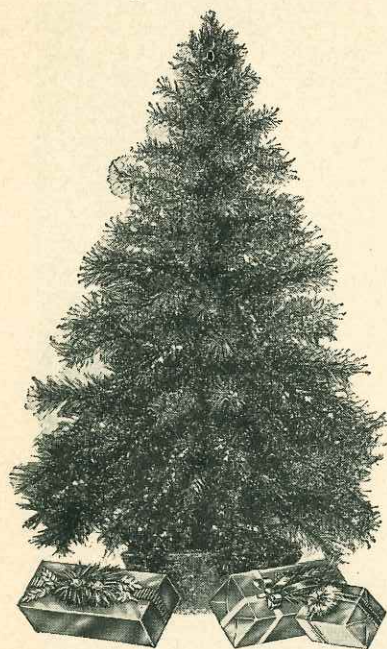
Gothic shadow box crafted of wood with fine cabinet work detail in relief. Finished in white stipple with dry-brushed gold trim. Dimensional, full-color figures in bas-relief sculpture. Beautiful blue background ornamented with gold star applique design. Green cloth foliage. Scene is lighted from below and is ready to connect.

No. 3CX6042B — Overall: 50 in. high, 34 in. wide, 7 in. deep.
Complete . . . \$72.50

BASE FOR ABOVE—For use where it is desired to give the above unit more height. Of wood and compo-board in white stipple or any staved finish. 22 in. high, 36 in. wide, 9 in. deep.
No. 3CX6042—BASE ONLY.
Each . . . \$9.75



Inspirations...with promotional promise

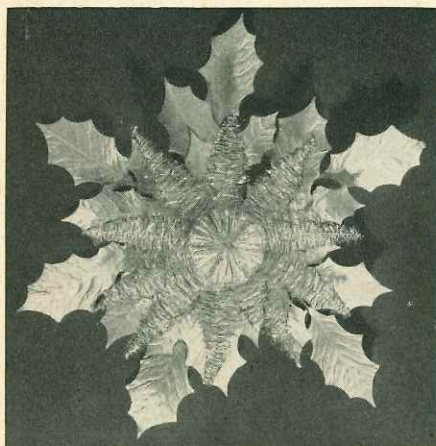


↑ Sparkling EVERGLEAM TREES

Indoors or out, trimmed or untrimmed, Evergleam Trees are breathtakingly beautiful. Branches of metal fringe sparkle with light and color. Fireproof, weatherproof, tarnish-proof, lightweight and virtually indestructible. Available in 2, 3, 4 and 6 foot heights in all silver, or silver-backed with Christmas green, chartreuse or ice-blue. STATE SIZE and COLOR.

No. X599A—2 ft. with stand, ea. \$8.50
No. X599B—3 ft. with stand, ea. 13.50
No. X599C—4 ft. with stand, ea. 18.00
No. X599D—6 ft. in tub, each... 106.00

**A HANDLING CHARGE OF \$1.50 IS
MADE ON ORDERS UNDER \$15.00**



TINSEL SILVER STAR CLUSTER

Glittering star of silver tinsel on a setting of rich white taffeta leaves.

No. 3CX5917—21 in. x 21 in.
Each\$4.50
Per 1/2 dozen 22.50

Flashing Light POST PIECE →

Plug it in and each light of the 10 B-light set blinks on and off independently, creating the effect of twinkling stars... the full-relief, perforated star lights up casting a soft, warm glow. Leaves of glistening foil, available in silver, red, blue, green or gold. SPECIFY.

No. 1CX4787—Overall: 6 1/2 ft. high, 26" wide, 26" ext. Complete \$19.75

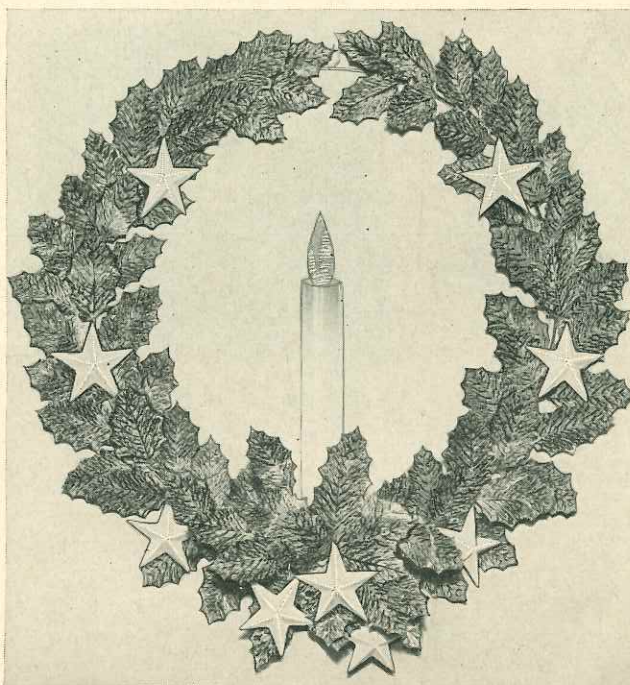
This post decoration offers an excellent tie-in with a "Star" promotional Christmas theme—as do the Star Garland and Wreath below.



STAR GARLAND WITH DROPS

Gleaming, glistening decoration of highly-veined, frosted foil leaves. Dimensional 7 in. frosted, white stars. Leaves in your choice of Christmas green, red, blue, silver or gold. SPECIFY.

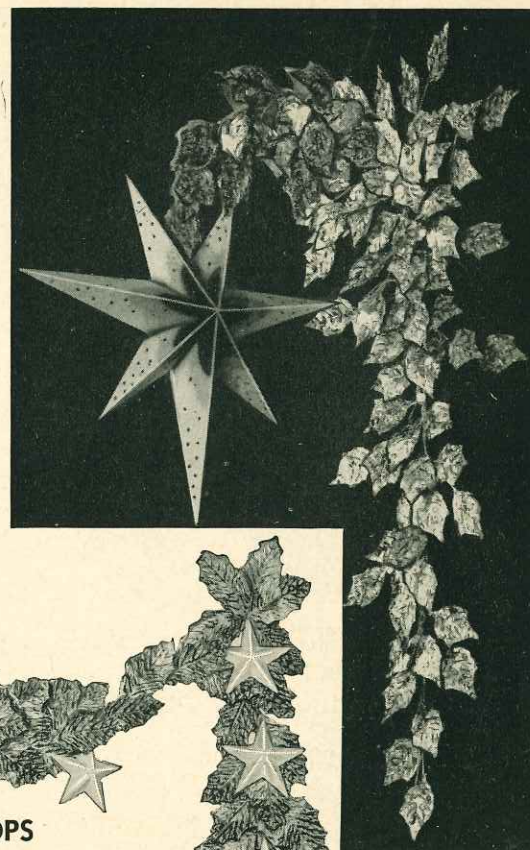
No. 2CX5394—6 1/2 ft. spread, 4 ft. long overall. Each.....\$12.50
Per 1/2 dozen Garlands..... 62.50



LUMARITH and HOLLY WRÉATH—Lights Up!

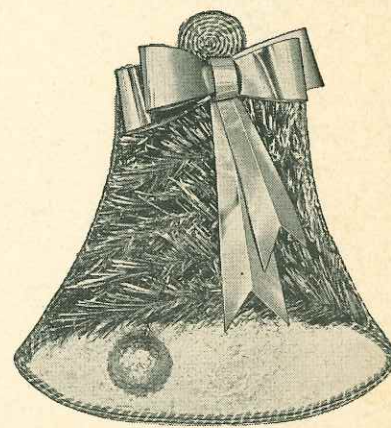
Sparkling frosted foil foliage and dimensional 7 in. frosted white stars on a gold wire circle. Glowing 3 in. diameter candle of translucent plastic. Candle equipped with bulb and wired. Hanger attachment. Foliage in Christmas green, red, blue, silver or gold. Candle in red or white. STATE COLORS.

No. 2CX5454—48 in. x 51 in. overall.
Complete, as shown.....\$25.00
Double-sided Unit (for main aisles, etc.)..... 37.25



SEE
PAGE 2
FOR PRICE
OF LOOSE
7" STARS

**VISIT
OUR SHOWROOMS**



3-D BELL—OUTDOOR OR INDOOR

Brilliant crinkled aluminum overlaid with fringed base metal and mounted on fibre-board. Graceful metal bow. Half-ball clapper applique. Hang-up hook. Holes in fibre-board make it easy to equip with lights. Fire resistant, weatherproof! Choice of green/red trim, silver/red trim or gold/green trim. SPECIFY.

No. X699—20" high, 18" wide, 4" relief.
Each\$7.50

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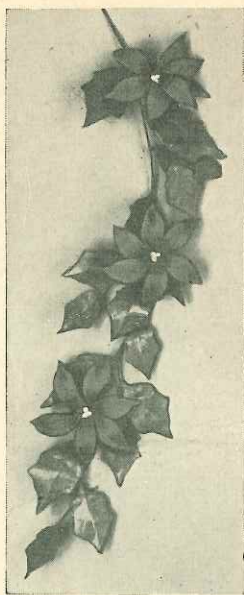
METALLIC HOLLY and BERRY DROP

Dazzling metallic foil leaves with holly berries. Over 3½ ft. long. Leaves in silver, gold, red, cerise, blue, chartreuse or Christmas green. STATE COLOR.

No. CX8293—24 x 44 in.

Each\$4.50

Per ½ dozen..... 22.50



POINSETTIA VINE

Velour poinsettias in rich Christmas red on a setting of green, suede-finished leaves. A festive vine for walls, around posts, on screens and displays. Priced low!

No. OCX3897—3 ft. long, 9 in. wide.

Each\$1.80

Dozen 18.00



GIANT POINSETTIA CLUSTER

Extra large, velour-finished poinsettia in rich Christmas red with brilliant, giant foil holly leaves in light green, Christmas green, gold or silver. STATE COLOR OF LEAVES.

No. 9CX2668—20 x 32 in.

Each\$3.25

Per ½ dozen..... 16.25



SUEDE POINSETTIA CLUSTER

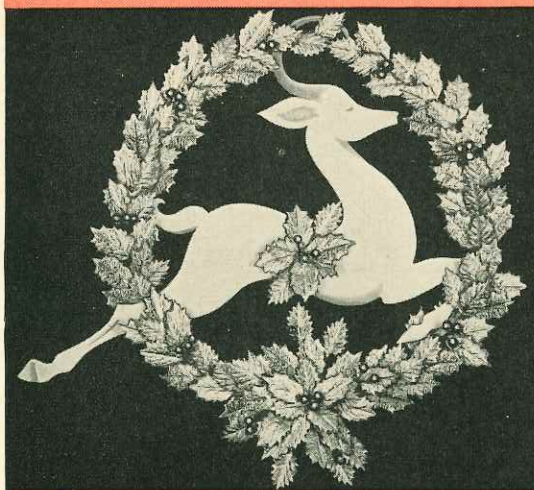
Deluxe suede poinsettia in rich Christmas red centered on cluster of highly-veined metallic foil foliage. Foliage in Christmas green, chartreuse, gold, silver or blue. STATE COLOR.

No. 9CX2671—21 x 24 in.

Each\$2.75

Dozen 27.50

Decorated Deer Ideas



Flying Deer PLAQUE

Molded, white Fiber Glass deer in half-relief. See top of page 2 for better picture of deer used on this unit. Wreath and cluster of highly-embossed silver foil leaves and red glass berries. Silver-finished wire form support.

No. 2CX5393—Overall dimensions: 39" high, 42" wide.
Complete\$16.50

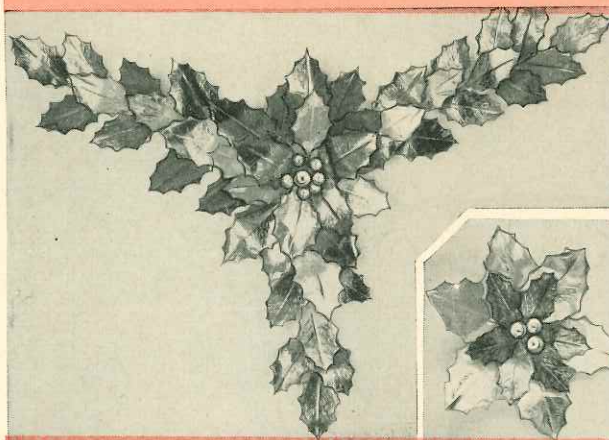


Leaping DEER POST BRACKET

Double-faced, wood cut-out deer in white with detail in silver. Wood post plate finished silver. Decorated both sides with deeply embossed, heavy foil leaves in silver with contrasting glass berries.

No. 1CX4860—Overall: 3½ ft. high, 10" wide, 27" extension.
Complete\$15.00

PLEASE ORDER NOW



DUO-TONE FOIL and BERRY ATTRACTIONS

Contrasting, deeply-veined metallic foil leaves and silver glass berries. Leaves in combinations of red and silver, green and silver or blue and silver. STATE CHOICE.

(LEFT) FOIL and BERRY GARLAND—42 in. long, 46 in. spread.

No. OCX3918—Each\$5.25

Per ½ dozen..... 26.25

(RIGHT) FOIL and BERRY CLUSTER—18 in. x 18 in.

No. OCX3919—Each\$1.35

Per dozen 13.50



DUO-TONE FOIL and BERRY DROP — Brilliant, highly-veined metallic foil leaves with silver glass metallic berries. Leaves in combinations of red and silver, green and silver or blue and silver. STATE CHOICE.

No. OCX3938—56 in. long, 18 in. spread.

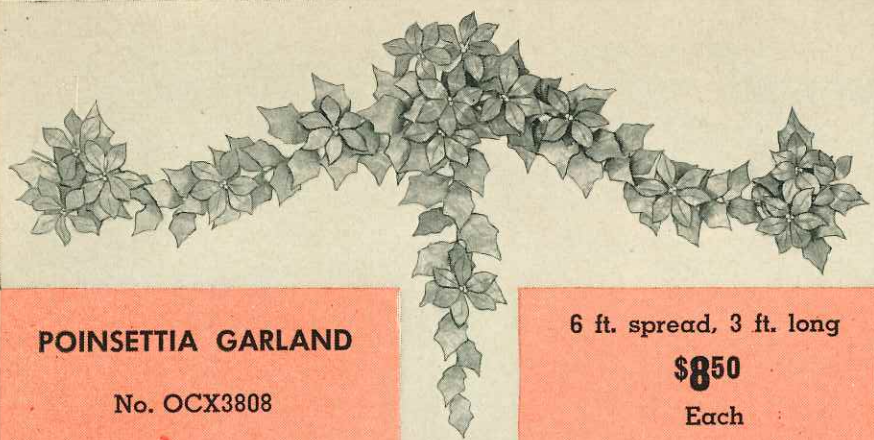
Each\$5.00

Per ½ dozen 25.00

Please Note

- The prohibitive cost of billing, processing, and packing small orders in a manufacturing organization like Adler-Jones makes it imperative that we add a handling charge of \$1.50 to orders under \$15.00. We prefer that you receive a dollar's worth of display for every dollar you spend. Therefore, please be good enough to check this catalog carefully and group as many items as possible into one order.
- By placing a minimum order of \$15.00, you save not only the handling charge but multiple delivery charges as well.

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POINSETTIA GARLAND

No. OCX3808

6 ft. spread, 3 ft. long

\$8.50

Each

The deep Christmas red of the 16 velour poinsettias provide a striking contrast to the green suede-finished leaves of this garland. Graceful, beautiful!



CLOTH HOLLY LEAF WREATH

Beautiful, coated leaves of fine cloth in dark green, edged white. Glossy red holly berries and red satin bow.

No. 1CX4714—18 inch diameter.

Each **\$4.80**

Per 1/2 dozen 24.00

**VISIT
OUR SHOWROOMS**



↑ Lighted LANTERN and BRACKET

Metal lantern and bracket finished red. Equipped with bulb and wired, ready to plug in. Foliage of white-edged cloth holly leaves and red berries.

No. 3CX5973—Overall: 27 in. high, 13 in. wide, 27 in. extension.

Complete as shown **\$17.75**

Lantern only, 15" high x 7" x 7" .. 5.50

← Lighted GLOBE LAMP POST

Wood post, base and metal bracket finished red. Equipped with bulb and wired ready for use. Wood sign in natural finish with gold/green stencilled lettering. White-edged, cloth holly leaf decoration with red berries.

No. 3CX6084—Overall: 6'5" high, 36" wide, 12" deep at base.

Complete as shown **\$27.25**

Unit without holly decoration... 22.00



↑ HOLLY CLUSTER and CONES

Glossy green, heavy paper holly leaves with white-tipped natural pine cones and large red holly berries.

No. 9CX2669—23 x 23 in.

Each **\$3.00**

Per 1/2 dozen 15.00

Above cluster also may be had in any color foil at same prices. STATE COLOR.

HOLLY and BERRY GARLAND →

An extremely useful decoration for twining around posts; forming wreaths, garlands, etc. Available with green fibre leaves and red holly berries; or foil leaves in your choice of green, chartreuse, red, cerise, blue, silver or gold, with contrasting metallic berries. STATE CHOICE.

No. CX2884—11 in. wide. Any length up to 5 yds. Per yd. **\$2.25**



★ ★ ★ ★ ★

LOOSE POINSETTIAS

Stemmed. Perfect reproductions. "Silky" red flowers of rayon viskon with dark green cloth leaves. The universal flower of Christmas. 2 sizes.

No. 1CX4910B—42 in. long.

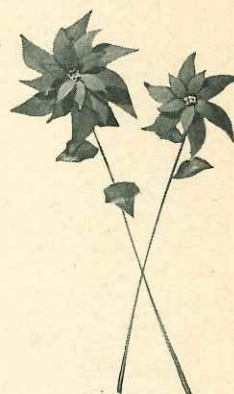
Each **\$1.65**

Dozen 16.50

No. 1CX4910C—36 in. long.

Each **\$1.20**

Dozen 12.00



★ ★ ★ ★ ★

Life-Like POINSETTIA PLANT

Beautifully-formed blossoms of "silky" red rayon viskon and green leaves of fine foliage-toned cloth. Green, papier mache pot.

No. OCX3822—33 in. high x 20 in. x 20 in. overall.

Complete **\$10.50**

Additional
poinsettia decorations
on opposite page
and page 13.



30"

MUSICAL INSTRUMENT LYCO WREATH

The finest natural lycopodium, metalized and dyed deep green. Miniature instruments in white brushed gold. Gold glass ornaments, red berries and red ribbon bow. Hanger attachment.

No. 3CX6064—30 in. diameter.

Each\$17.50

LOOSE MINIATURE MUSICAL INSTRUMENTS — Unusual adornments for wreaths, trees, sprays — or use individually in cases, shadow boxes, etc. Average size 10 in. long. Violins, horns, trumpets and saxophones in white brushed gold. Full-round. Shipped assorted only.

No. X426—Per 1/2 dozen\$6.00



Snow Laden

LONG NEEDLE Natural PINE BRANCH

Want a frosty, frigid effect? Here it is! A big, thickly-clustered, shimmering branch right off the Long Needle Pine Tree. Snow-flocked! Shipment after November 1.

No. CX9632—Average size 3 to 4 ft. long.

Each\$3.25
Per 1/2 dozen 16.25

STANDING MINIATURES FOR CASES, COUNTERS AND ACCESSORY TRIMS

FRENCH HORN — Instrument and wood base in white brushed gold. Decoration of green lacquered leaves, red reflector berries, silver glass candle, pine cones, red ribbon. 11 in. high, 10 in. wide.

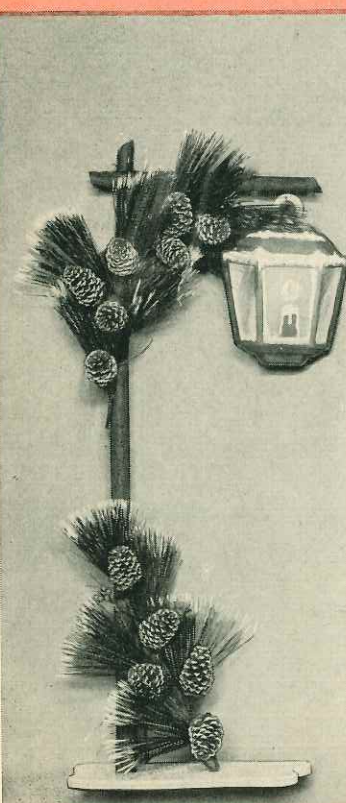
No. 3CX19/15B—Ea. \$3.00
Per 1/2 dozen 15.00

DECORATED WIRE SLED—White/red sled colorfully decorated with miniature deer, berries, pine cones and red ribbon on clusters of silver-flittered green lycopodium. 12" long, 7" high, 6" wide.

No. 3CX6053—Each\$4.80
Per 1/2 dozen 24.00

HUNTER'S HORN — Instrument and wood base in white brushed gold. Bright Christmas motif of green lacquered leaves, red reflector berries, silver glass candle, pine cones, red ribbon. 12" high, 10" wide.

No. 3CX19/15C—Each \$3.00
Per 1/2 dozen 15.00



(Above)

Lighted SEASON'S GREETINGS PLAQUE

Illuminated lantern of glowing translucent plastic in yellow and green with candle design in red and white. White wood plaque with red stencilled lettering. Decoration of dark green, long needle pine shoots and natural pine cones tipped white. Hanger attachment.

No. 2CX5499—Overall: 21 in. high, 28 in. wide, 4 in. relief. Lantern: 13 in. x 10 in. x 3 in. Complete with bulb, cord and add-on plug\$10.75
Lantern only with bulb, cord and add-on plug 2.75

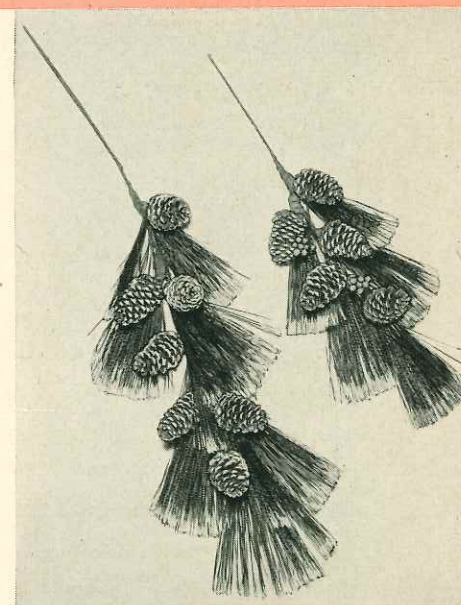
← Glowing STANDING LANTERN UNIT

Lighted lantern of translucent plastic in yellow and green with candle design in red and white. Natural cedar pole stand on frosted wood base. Adorned with dark green, long needle pine shoots and natural pine cones tipped white.

No. 2CX5498—Overall: 49 in. high, 25 in. wide, 12 in. deep. Lantern: 13 in. x 10 in. x 3 in. Complete with bulb, cord and add-on plug\$17.50

A
HANDLING
CHARGE
OF \$1.50
IS MADE
ON ORDERS
UNDER \$15.00

Pine
and Cone Sprays
Shown at Right
Are Perfect
Companion
Decorations
for Lighted Units
at Left



NEEDLE PINE and CONE SPRAYS MINIMUM ORDER: 2 OF ANY ONE NUMBER

Thick sprays of white-tipped, dark green pine shoots and natural, white-tipped cones.

LARGE PINE and CONE SPRAY—38 in. long.
No. X499—Each (minimum order: 2)\$3.60
Per 1/2 dozen 18.00
SMALL PINE and CONE SPRAY—32 in. long.
No. X510—Each (minimum order: 2)\$2.65
Per 1/2 dozen 13.25

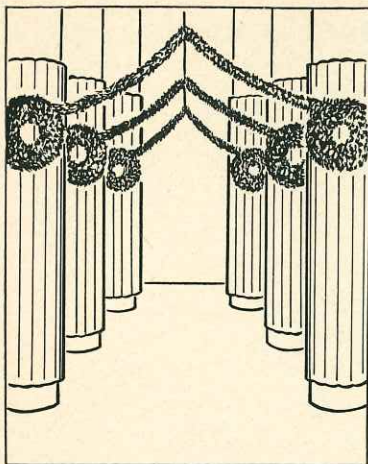
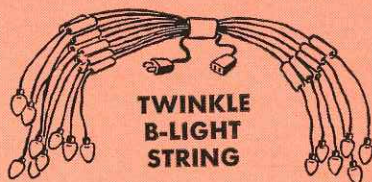


Illustration showing festive effect of wreath and garland post-to-post arrangement. These decorations lend themselves to a host of other applications—over ledges and cases, on walls, window framing, etc.

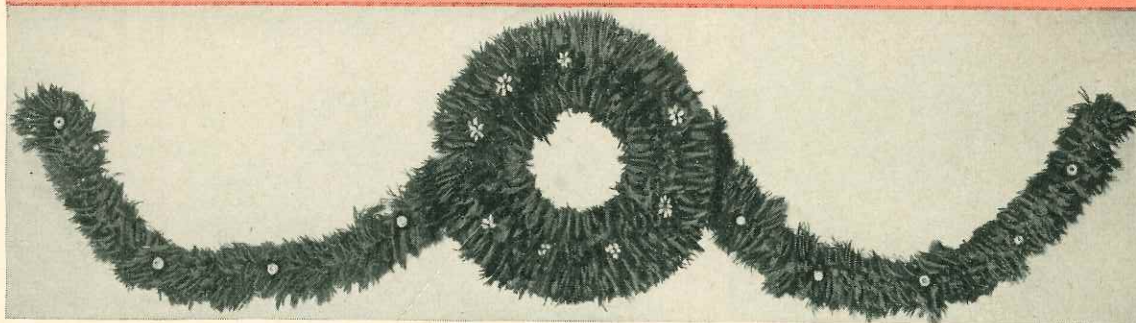
**A HANDLING CHARGE
OF \$1.50
IS MADE ON ORDERS
UNDER \$15.00**

**PLEASE
ORDER
WREATHS
AND
GARLANDS
AT RIGHT
BY STOCK
NUMBER
AND NOT
BY
LETTER**



10 lights. The most sensational lighting unit ever to hit the display field. Each light blinks on and off independently creating a gentle twinkling star effect . . . a pleasing pattern of lights in motion. Equipped with add-on connector for attaching additional sets. **No transformer necessary.** On trees, wreaths, posts, displays . . . in fact, just about anywhere, this display aid will provide an enchanting, lively atmosphere.

No. X206B—Complete with bulbs **\$8.50**
Extra bulbs, each 0.35



LYCOPodium GARLAND — LYCOPodium WREATHS

The finest natural lycopodium (princess pine), preserved, dyed deep green and flameproofed. Very full. The illustration above shows just one way in which a garland and wreath may be combined to create an interesting, festive effect. Sketch on left illustrates another wreath and garland arrangement.

LYCOPodium GARLAND ONLY—About 5 in. dia. Glass metallic berries shown on garland not included. See page 20 for prices.

No. CX7962—Plain green, per 5 yd. length. **\$4.25**
Snow-flocked, per 5 yd. length. **8.00**

LYCOPodium WREATHS ONLY

No. X466—18 in. dia., ea. **\$2.50**
24 in. dia., ea. **6.00**
30 in. dia., ea. **12.00**

ORDER NOW



(B) & (C) — NATURAL PRESERVED HOLLY WREATHS

Snowflocked (B) or Lacquered Green (C)

Full-bodied wreaths of natural, select holly leaves lacquered in hi-gloss green with red berry clusters. Longlasting! Each wreath individually boxed. 5 sizes.

	Snow-flocked Each	Lacquered Green, Each
No. CX8418		
18 in. dia.	\$4.25	\$3.25
24 in. dia.	6.75	5.50
30 in. dia.	13.25	11.75
36 in. dia.	15.00	13.00
48 in. dia.	38.50	36.00

(D) — TWIG VINE

Sparkling vine of thickly-clustered, natural twigs painted white and frosted or snowflocked. Twined around posts, in garland arrangements between posts, on walls, etc., this vine will create an unusual, festive effect. Also makes an effective framing decorative for showcards and feature spot displays on walls; or edging on screens and displays. Available in 8 in. or 12 in. sizes. **MINIMUM: 5 yds.**

No.	Frosted	Snow-flocked
X52A—8 in. wide, per yard.	\$1.50	\$2.65
X52B—12 in. wide, per yard.	2.00	3.50

(E) — NATURAL PRESERVED HOLLY GARLAND

Densely-clustered garland of natural preserved green holly leaves. Red holly berries. Flexible and easy to work with, this garland has a multitude of uses . . . on and around posts, over ledges, post-to-post trims, on walls, window framing, etc. Available in 5 in. or 8 in. sizes. **MINIMUM: 5 yds.**

No. X82A—5 in. dia., per yard.	\$1.50
No. X82B—8 in. dia., per yard.	2.25

ADLER-JONES COMPANY • THE ADLER-JONES BUILDING • 521-525 SO. WABASH AVE. • CHICAGO 5



**Fireproof
WHITE PLASTIC PINE SPRAY**

4 ft. long, 22 in. spread

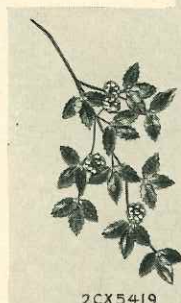
Blades of white plastic pine highlighted with clusters of jewel-like, mirrored pine cones. Beautiful!

No. 3CX5907—4 ft. long, 22 in. spread.

Each\$9.00

Per 1/2 dozen 45.00

**Shiny
Lacquered
Green Holly,
White-Tipped
Pine Cones
and Red
Berries**



2CX5419



2CX5383

**LACQUER HOLLY
AND CONE SPRAY**

No. 2CX5419

18 in. long, 11 in. spread.

Each\$0.95

Dozen 9.50

**LACQUER HOLLY
AND CONE VINE**

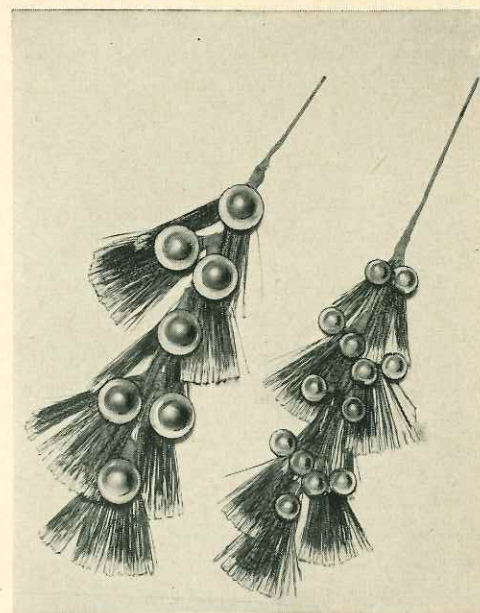
No. 2CX5383

Sold by the yard

Per yard\$2.50

1/2 doz. yds. 12.50

**PERFECT COMPANION DECORATIONS FOR
THE LIGHTED CANDLE UNITS BELOW**



No. X573

No. X574

Thick and spreading shoots of white-tipped, deep green needle pine. Sparkling, metallic glass balls.

MINIMUM ORDER: 2 OF ANY ONE NUMBER

No. X573—PINE and RED BALL SPRAY—36 in. long.

Each (minimum order: 2).....\$3.60

Per 1/2 dozen 18.00

No. X574—MULTICOLOR BALL and PINE SPRAY—36 in. long.

Each (minimum order: 2).....\$3.60

Per 1/2 dozen 18.00



NEW!

**Shalon PINE SPRAY
Snow-Flocked**

43 in. long, 23 in. spread

Glistening boughs of shiny, nylon-like bristles and sparkling glass berries in matching color. Snow-flocked! Spray in choice of blue, pink or white. STATE COLOR.

No. 3CX5915—43 in. long, 23 in. spread.

Each\$9.60

Per 1/2 dozen 48.00

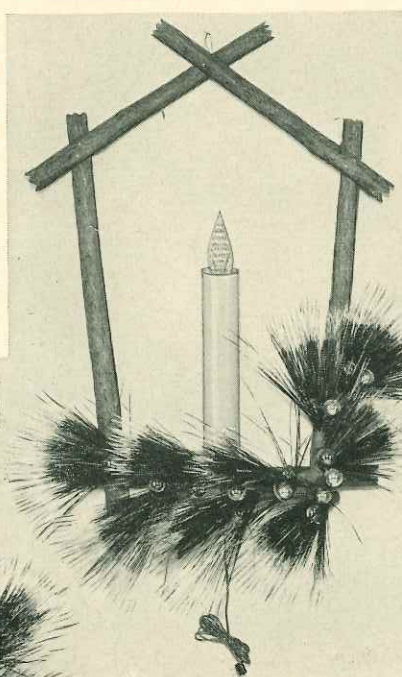
**(Below)
Illuminated
SINGLE CANDLE UNIT**

3 in. dia. candle of translucent red plastic with 6 in. showcase light. Wired, ready to connect! White-tipped, deep green needle pine and multi-colored glass ornaments. Cedar pole stand.

No. 3CX5975—Overall: 46 in. high, 22 in. spread, 15 in. deep.

Complete as shown \$19.65

Unit w/out decoration 14.25



**↑ Illuminated
CANDLE WALL UNIT**

3 in. dia. candle of translucent red plastic with 6 in. showcase light. Wired, ready to plug in. White-tipped, deep green needle pine and multi-colored glass ornaments. Cedar pole frame.

No. 3CX5981—Overall: 4 ft. high, 3 ft. wide, 10 in. deep.

Complete as shown \$20.40

Unit w/out decoration 15.00

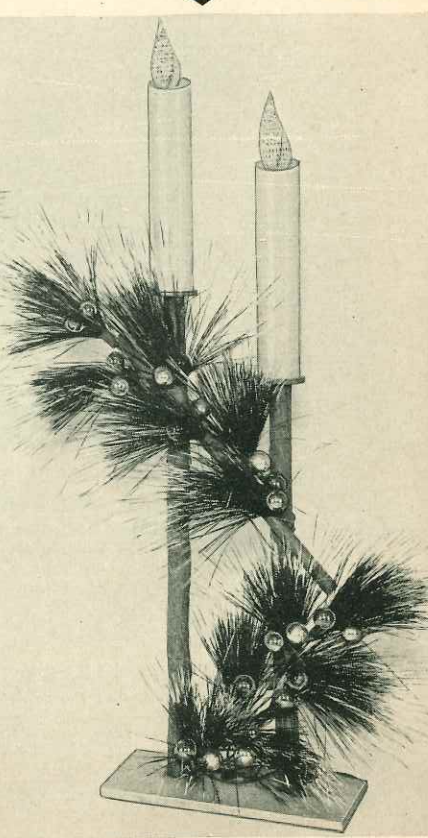
**(Below)
Illuminated DOUBLE CANDLE UNIT**

3 in. dia. candles of translucent red plastic with 6 in. showcase lights. Wired, ready for use. White-tipped, deep green needle pine and multi-colored glass ornaments. Cedar pole stand.

No. 3CX5977—58 in. high, 30 in. wide, 12 in. deep.

Complete as shown\$31.95

Unit without decoration 24.75





↑ *Taffeta* POINSETTIA DECORATION

Huge, red poinsettia of glossy crinkled taffeta on a cluster of gold-spattered, green crinkled taffeta leaves. Rich!

No. 3CX6024—27 in. x 27 in.

Each **\$5.00**
Per 1/2 dozen **25.00**

TAFFETA POINSETTIA DROP (NOT SHOWN)—Matching drop for above with 3 vari-sized red poinsettias on gold-spattered green leaves.

No. 3CX6022—57 in. long, 17 in. spread.

Each **\$8.00**
Per 1/2 dozen **40.00**

POINSETTIA DECORATIONS

Glossy red poinsettias of rich taffeta with green leaves of fine cloth shaded white and frosted.

(Below)—**TAFFETA POINSETTIA and LEAF SPOT**

No. 3CX6073—24 x 24 in.

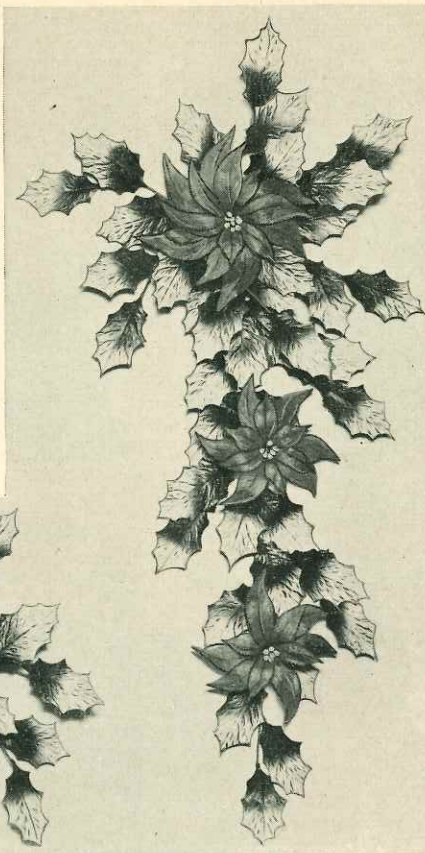
Each **\$4.50**
Per 1/2 dozen **22.50**

(Right)—**TAFFETA POINSETTIA and LEAF DROP**

No. 3CX6069—56 in. long,

28 in. spread. Ea. **\$10.00**

Per 1/2 dozen **50.00**



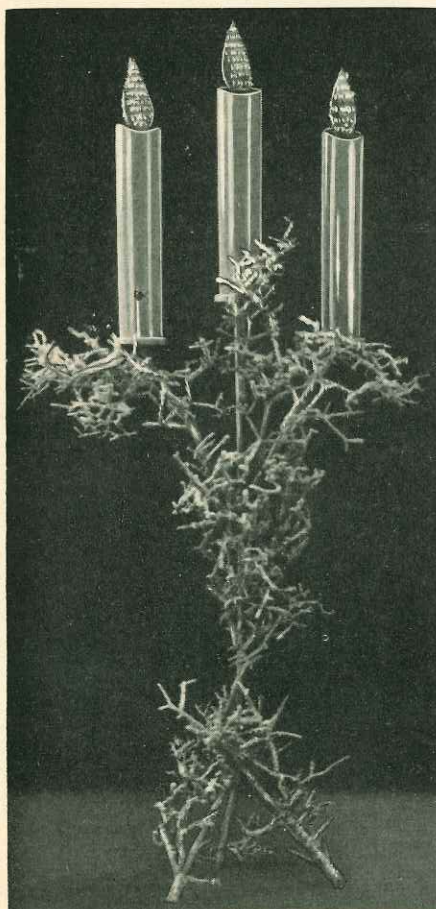
Shop Early SET PIECE

Illuminated. 3-dimensional snowman heavily embossed in multi-color, translucent Vinyl Plastic. Cedar pole sign post with white wood sign and red stencilled lettering. Glistening white-frosted wood base. Ready to connect! Also available with word "Gifts". **SPECIFY.**

No. 2CX5444—Overall: 32 in. high, 25 in. wide, 10 in. deep.

Snowman: 20 in. high. Complete with cord and plug **\$10.25**

THERE IS ALWAYS A SHOW AT ADLER-JONES . . . VISIT OUR SHOWROOMS . . . SOON



Lighted TRIPLE GEORGE BUSH CANDELABRA

Glowing 3 in. dia. candles of special translucent plastic with 6 in. showcase lights. Wired and ready to connect. Blue metal stand decorated with natural, densely-branched shrubs in blue; thickly snow-flocked white. A gay glittering creation. Candles in **red** or **white** plastic. **STATE CHOICE.**

No. 3CX5937—Overall: 5'5" high, 30" wide, 14" deep. Complete as shown **\$39.50**

PLASTIC SNOW →

Pure white. The best man-made likeness of real snow you've seen. Easy to sweep up. A bushel covers about 20 sq. ft.

No. X8449

Per bushel **\$2.75**

Sturdy VISCA TREE Snow-Flocked or Plain

A stately, full-round tree that will last a life-time. Looks real. Branches of rayon visca (soft, pliable fibers wound on wire). Mounted on a strong wood cross-piece. Visca in **green** or **white**. **STATE COLOR.** 2 sizes.

No. CX5713A — 5 1/2 ft. high, 3 ft. dia.

Plain, each **\$20.00**

Snow-flocked, each **27.50**

No. CX5713C — 35 in. high, 2 ft. dia.

Plain, each. **\$8.25**

Snow-flocked, each **12.75**



ADLER-JONES COMPANY • THE ADLER-JONES BUILDING • 521-525 SO. WABASH AVE. • CHICAGO 5

GREAT IDEAS IN MINIATURE... *Cheerful... Delightful*



Snow-Laden MINIATURE SLEIGH SETTING

18 in. long, 15 in. high, 12 in. wide overall

Charming setting for small windows, counters, cases and ledges. Glittering, snow-covered wood base. Red wood sleigh with gold wire runners. Plastic, full-round deer in fawn color with blue and white detail. Frosty, snow-laden twig tree.

No. 2CX5540—Overall dimensions: 18 in. long, 15 in. high, 12 in. wide.

Complete setting \$9.75

Deer only, per dozen 3.00

POINSETTIA SPOT

Red velour poinsettia with green suede leaves. A colorful spot decoration.

No. OCX3944—12 x 14 in.

Per dozen \$9.75



Illuminated! MINIATURE CHURCH SETTING

16 in. high, 18 in. wide, 12 in. deep overall

Pretty as a picture! Snow-decked, white plastic church with red roof, gold doors and colorful, stained windows. Lights up! Church is flanked by frosty, snow-laden twig trees. Snow-covered wood blurb base. A natural for jewelry displays and other small windows.

No. 2CX5541—Overall: 16 in. high, 18 in. wide, 12 in. deep.

Complete with bulb, cord and add-on plug... \$9.75



SILENT NIGHT UNIT

12 in. high, 18 in. wide, 5 1/2 in. deep overall

An especially appropriate note for small windows, show-cases and shadow-boxes. Perfect for jewelry displays. Aged sheet music edged in gold and spattered with sparkling blue flitter. Imported, hand-detailed angels of genuine, polished china. Gold wood base and shelf touched with blue flitter.

No. 3CX6030—Overall: 12 in. high, 18 in. wide, 5 1/2 in. deep. Complete as shown \$9.50

Angels only. 3 1/2 in. high. Per set of 4, assorted 4.00



BASS FIDDLE and FLUTE DUET

17 in. high, 12 1/2 in. wide, 9 in. deep

Excellent characterization in green tinted Snow Foam. The flat figures appear full round. Hats tinted brown; blue eyes, black eyebrows and hair. Green hands and red collars of chenille. Gilded flute and bow, rose tinted fiddle. Colorful leaf/ball cluster.

No. X747—Complete \$7.50



DECORATED CHRISTMAS CANDELABRA

13 in. high x 10 in. x 10 in.

Exquisite centerpiece with candelabra in white stipple finish. Silver glass metallic candles nestled in tufts of silver-flittered pink plastic lace. Sparkling silver tinsel ball.

No. 3CX6000D—Complete, ea. \$8.40

Per 1/2 dozen 42.00



SANTA and CANDLE

16 in. high, 10 in. wide, 6 in. deep

Santa stands on spangle-trimmed ladder to "light" blue/yellow Snow Foam candle. "Merry Christmas" blazes in light green on gold acetate banner. Blue tinted base.

No. X748—Complete \$6.00



SANTA JACK-IN-BOX

18" high, 10" wide, 8" dia.

Santa's head, on spring, waves in slightest breeze. Formed, pink-tinted face, white Snow Foam beard, red Snow Foam arms. Red foil hat. Brightly trimmed, angle cut red box with colorful glass ornaments and lycopodium. Green base.

No. X751—Complete \$7.50

THE GREETER →

16 in. high, 10 in. wide

Full-round, red Snow Foam Santa, with formed face. Red foil hat. Green chenille hands, white chenille coat trim. Gilt belt and star buckle. Black boots standing on green base.

No. X753—Complete \$7.50





Metallic Foil GARLAND and WREATH—7 ft. spread, 24 in. wreath, 32 in. drops

Breathtakingly beautiful with the sparkling metallic foil leaves and poinsettias reflecting and holding the maximum light and color. Studded with clusters of red holly berries, this dazzling attraction will impart exceptional brilliance to your holiday displays. Leaves in your choice of red, Christmas green, blue, silver or gold—all with silver poinsettias. STATE COLOR.

No. CX7900—7 ft. spread, 24 in. wreath, 32 in. drops. Each.....\$12.50



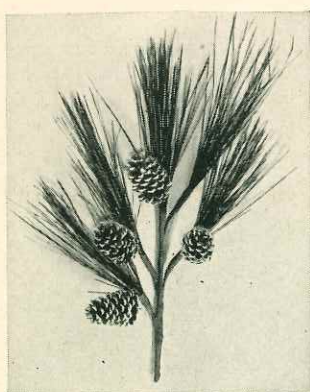
SILVER HOLLY SPRAY

Gleaming, highly-veined silver holly leaves and red holly berries.

No. 2CX5427 1/2—24 in. long, 12 in. spread.

Each\$1.65

Per dozen 16.50



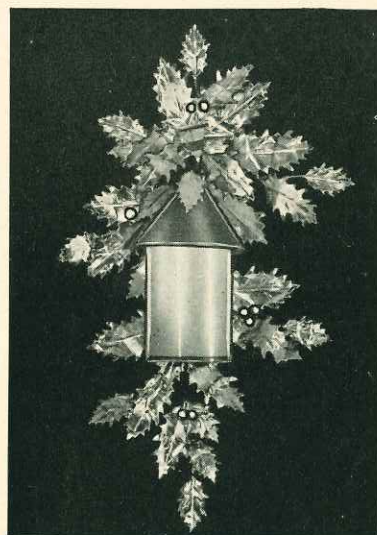
PINE CONE SPRAY

Green pine shoots and natural, white-tipped pine cones. Always a favorite. See pine sprays on pages 10 and 12.

No. CX8964—25" long, 18" spread.

Each\$1.75

Per 1/2 dozen 8.75



Illuminated LUMARITH LANTERN UNIT

Lantern of metal-framed, translucent red plastic casts a soft, warm glow. Spray backdrop of sparkling foil leaves and clusters of large red holly berries. Choice of silver or gold leaves. SPECIFY. No. 9CX2803—33 in. long, 20 in. spread. Complete with bulb and wired \$8.50 Full-round lantern only with bulb and wired\$5.75



Illuminated CHRISTMAS LANTERN BRACKET

Wood post plate and bracket, with wire and chipboard lantern—all finished red. White edged, green cloth leaves, red berries and natural, white-tipped pine cones. Bulb and cord included.

No. 9CX2941—28 in. high, 15 in. wide, 17 1/2 in. extension. Post plate: 3x24 in.

Complete \$15.00

• • •

TWIN LANTERN STAND—Lights Up!

A companion unit to the CHRISTMAS LANTERN BRACKET above. Wood lamp-post and base with wire and chipboard lanterns, all in red. White-edged, green cloth leaves, red berries and natural pine cones, tipped white. Bulbs and cord included.

No. 9CX2920—21 in. wide, 5 ft. 8 in. high. Complete\$28.50



X20/92

X1010

X1010G

LOOSE SILVER HOLLY LEAVES

No. X20/92

Assorted sizes. Largest size 2 1/2 in. x 6 1/2 in. with stem. Double-sided, highly-veined metallic leaves with wire stems.

Per Gross...\$3.00

SILVER HOLLY SPRIG

No. X1010

5 in. x 7 1/2 in. with stem. Three hand-stemmed silver foil leaves and tiny red holly berries for a touch of color.

Per Gross...\$3.75

GREEN HOLLY SPRIG

No. X1010G

3 1/2 in. x 5 in. with stem. Three shiny green lacquered leaves with red berries. Perfect for gift wraps, show cards, corsages, boutonnieres.

Per Gross...\$3.75



DECORATED SLEIGH

Colorful plastic sleigh with sparkled green lycopodium and white-tipped cones. No. 3CX19/16—5 1/2 in. high, 4 1/2 in. long, 3 in. wide overall. Complete, dozen \$7.50 Sleigh only, dozen 2.25



STYROFOAM SNOWMAN

Glistening, full-round figure. Gaily decorated. Delightful novelty.

No. X793—10" high. Each\$2.00

ACTION DISPLAYS



THE NIGHT BEFORE CHRISTMAS

Santa moves from side to side and, with his hand to his ear, bends close listening for activity below. Printed in 8 brilliant colors on heavy cardboard and mounted on a wood frame. AC/DC. Ready to plug in.

No. X505—48" high, 29" wide. Ea. **\$17.50**



AND AWAY THEY FLEW

The reindeer, in a rocking motion, seem to take off in space above the snow-covered landscape. Santa's hand, holding the reins, moves forward and backward. Reindeer are suspended on wire supports and entire display is mounted on a redwood base. Printed in seven colors on heavy litho lined board. A 110 volt, AC/DC motor activates unit. Ready for immediate use.

No. X524—39 in. long, 18 in. high, 6 in. deep. Each.....**\$15.00**



GRANDFATHER'S CLOCK

Intriguing, amusing action provided by the up and down motion of Santa's left arm while the little boy's head moves from behind the clock. Hand processed in 8 colors on sturdy, double-faced board with clock in walnut, Santa in bright red suit against green tree. Background is bright yellow. 4 supplementary colors. AC/DC electric motor. Ready for instant use.

No. X835—47" high, 36" wide. Each.....**\$24.50**



↑ SANTA CLAUS' WORKSHOP

A riot of motion and color. Gnome in left hand corner moves his arm and turns the wheel. The one with the packages has a teetering action as though to keep from falling. The fellow with the sled has a very realistic hammer action. They're all in motion while jack-in-box jumps up and down—the painter works on the drum with up and down stroke—the gnome on the horse rocks back and forth—and the tailor sews. And jolly Santa himself shakes with mirth. **8 separate motions.** Sturdily built wood shadow box frame. Processed in 9 vivid colors. Operates on AC and DC. This 7 ft. long display is made in 2 parts and folds over to facilitate storing. Shipped completely assembled with mechanism and electric cord, ready to connect!

No. X80—4 in. deep, 3 ft. high, 7 ft. wide.

Each**\$80.00**



↑ SANTA and JACK-IN-BOX

Santa nods his head and laughs at the jack-in-the-box which moves from side to side and has an irregular, jumping motion as his wire arms fly in all directions. Printed in 7 colors on heavy litho lined board supported by cardboard box easel. Operates on AC and DC. Shipped ready for use.

No. X525—32 in. high, 26 in. wide.

Each**\$15.00**

← SANTA and FIREPLACE

Lights! Action! Santa moves his right arm up and down, as though asking the children if they believe in him. The youngsters, with an expression of wonderment, nod their heads. Red bulb illuminates fireplace creating effect of glowing embers. Decorations on fireplace may be removed for merchandise display. Brilliantly colored on 90 point board with separate wood frame. Operates on AC and DC. Shipped all ready to plug in!

No. 8CX9738—45 in. wide, 35 in. high, 5 in. deep. Each**\$37.50**

the additional, colorful touch . . . eye-catching pictorials and cut-outs



NATIVITY PANEL—30 in. Wide, 40 in. Long

Carefully selected out of hundreds of suggested subjects, this photo panel will strongly emphasize your window and in-store merchandise displays. Bright, rich colors skillfully blended for instant eye-appeal.

No. X765—Each **\$3.00**



MODERN CHRISTMAS GREETINGS VALANCE

12 in. Wide, 50 ft. Long

Economy priced, with a host of uses—edge trims, framings, window valances, posts, etc. Printed in turquoise and red against starry blue sky with scene of snowy trees. Smooth corrugated stock. Design repeats every 26 in. Iccicle edge.

No. X692—Per roll of 12 in. x 50 ft..... **\$3.80**



ACTION DISPLAY—SANTA and CAROLEERS

Light and motion display. Jolly old Santa approves the music of the children as the trumpeter sways from the shoulders, the fiddler swings his arm and the lad in the center tips his hat. All this while the stars twinkle in the sky and the lights in the church flash on and off. Brightly colored cardboard figures in wood shadow-box frame. Ready for immediate use. Operates on AC or DC.

No. X518—5½ in. deep, 32 in. high, 48 in. wide.
Complete with mechanism and electric cord..... **\$37.50**



**↑ HOLLY INN
PANORAMA**

Colorful, eye-catching, timely! Printed red, yellow, orange, light green, dark green and black. Corrugated surface. 4 repeats to roll.

No. X744—40 in. wide, 18 ft. long. Each **\$4.95**

• • •

**MERRY CHRISTMAS
PHOTO PANEL →**

With the rare charm of a hand-illuminated page from a priceless old book, this exquisite display piece says greetings in a very heart-felt way to your customers. Reproduced in full color.

No. X91—30 x 40 in.
Each **\$2.25**

• • •

**SANTA CLAUS
CUT-OUTS
With Easel Backs**

Nowhere will you find Saint Nick so life-like, so appealing, so bright and jovial. Dramatically reproduced in full color by a new process which retains all of the original brilliance of Jay Weaver's famous oil painting. Heavy cardboard stock. Order several for your windows, gift, toy and other departments. 3 sizes.

No. X8392—61" high, ea... **\$4.75**

No. X8394—36" high, ea... **3.00**

No. X8393—24" high, set of 2. **2.25**

**VISIT OUR
SHOWROOMS**





**Sparkling
SILVER LEAF
GARLAND**

7 ft. spread,
3½ ft. long

No. OCX3962A

Each **\$11.00**

Highly-embossed, double-sided silver leaves high-lighted with red foil clusters and silver glass metallic berries. A dazzling attraction for windows, over ledges and other spots.



MERCHANDISING

← STREAMERS

4 in. x 26 in.

Brilliantly-colored, gleaming streamers of base metal aluminum. Red background on "Merry Christmas" and "Season's Greetings". Green background on other two. Minimum order: 6 of a kind or assorted. SPECIFY.

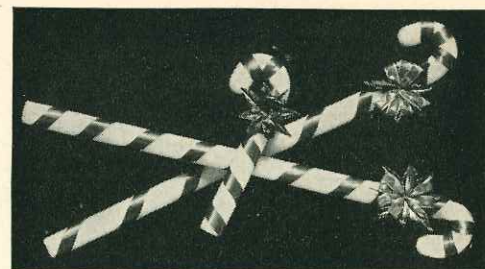
No. X837A—Smart Gift Ideas, ea..\$0.75

No. X837B—Merry Christmas, ea... 0.75

No. X837C—Gifts for All, ea..... 0.75

No. X837D—Season's Greetings, each 0.75

**A HANDLING CHARGE OF
\$1.50 IS MADE ON
ORDERS UNDER \$15.00**



STRIPED

STYROFOAM CANDY CANES

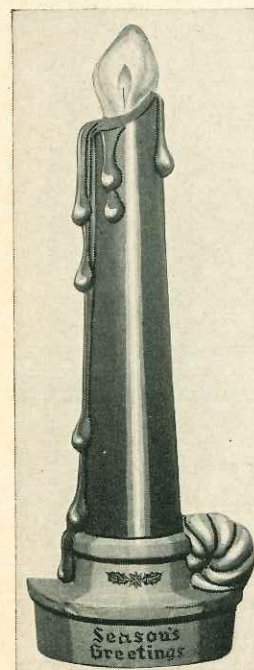
2 SIZES—Sparkling white, full-round canes striped with red ribbon. Can be used for 101 display effects. Clusters shown on canes not included—see page 15 for choice of decorations which may be used on these canes.

No. X325D—31 in. long x 1¼" dia.

Per carton of 1 DOZEN.....\$7.50

No. X325E—16 in. long x 1 in. dia.

Per carton of 2 DOZEN..... 7.00



← RED CANDLE

54 in. high

Half-round. Produced of light-transmitting vinyl plastic. Illuminated in full color from end to end. Equipped with lead cord and plug for outdoor use. Individually boxed, weight 8 lbs.

No. X175—54 in. high.
Each **\$12.00**

**SANTA SLEIGH
and REINDEER →**

Illuminated, half-round attraction of light-transmitting vinyl plastic. In full life-like colors. Santa sleigh and deer are each equipped with weatherproof base lamp, lead cord and add-on plug. Fully equipped for mounting or hanging. Extra deer make possible extension of units to any length.

No. X176 — Santa Sleigh 28 in. high, 37½ in. long. Reindeer 35 in. long, 24 in. high.

Per set (1 deer & Santa sleigh) **\$18.00**

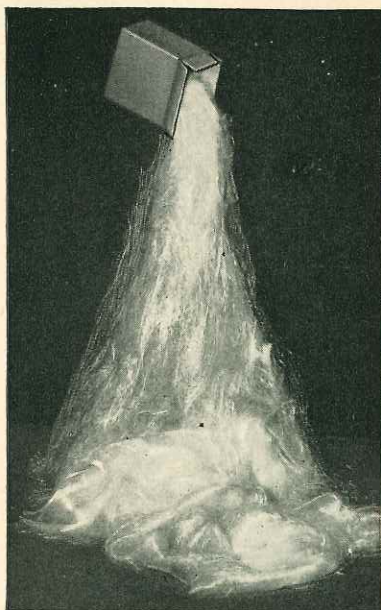
Additional deer, each..... 8.00



ADLER-JONES COMPANY

521-525 So. Wabash Avenue

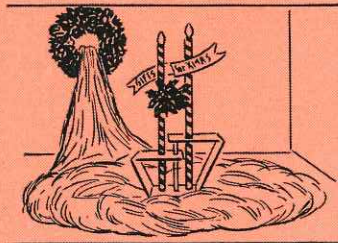
Chicago 5, Illinois



Silky GLASS WOOL

A fine fluffy material of long lustrous fibres. Ideal for creating cloud, smoke, hair, wool, wave, frost and dream effects. Very easy to use. Note illustration of one use below. One lb. covers a flat surface of approx. 16 sq. ft. to a depth of about 3 in. In white, chartreuse, green, pastel blue, yellow or pink. SPECIFY COLOR.

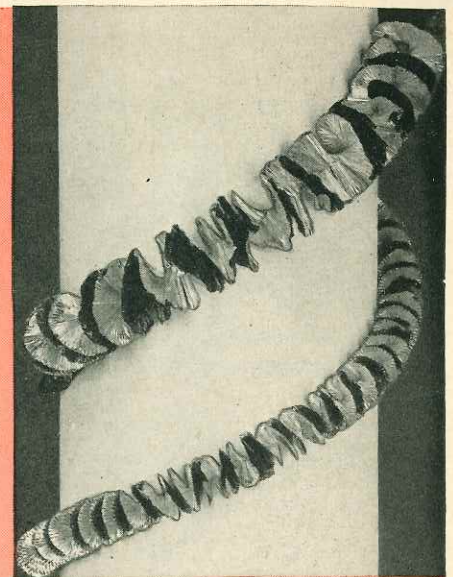
No. X8003—Per lb. \$2.25



Flameproof FOIL and CELLOPHANE ROPING

Achieve dazzling decorative effects on posts, lights, ledges, walls, showcases, in aisles, etc. with this high-lustre foil and cellophane roping. Strong! In combinations of red cellophane with silver foil, blue cellophane with silver foil, green cellophane with silver foil or all-silver foil. STATE COLOR.

No. X8319—2½ in. dia., 10 yds. long, ea. \$3.00
No. X8320—4 in. dia., 10 yds. long, ea. \$6.00



Flameproof CELLOPHANE ROPING

Sparkling cellophane, crinkled and spiraled on fine wire. In clear, red, blue or green. SPECIFY COLOR.

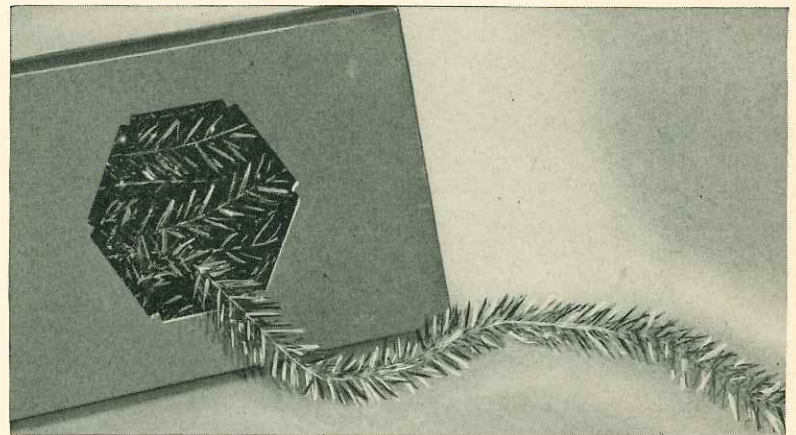
No. X7996—2 in. dia., 10 yds. long, ea. \$2.50
No. X7996—4 in. dia., 10 yds. long, ea. \$5.00



Flameproof PUFFING FOIL

Brilliant, lightweight foil. Easily crinkled to any shape. So easy to work with, you'll be surprised at the striking background, post, showcase, shadow-box, ledge trim and other effects you can achieve with it. In red, green or gold . . . all with silver on other side. STATE COLOR.

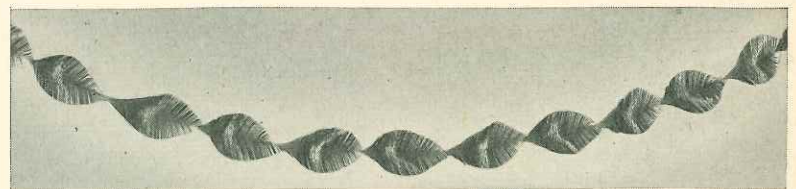
No. X324—Per roll of 20 in. x 50 ft. \$3.00



Flameproof METAL TINSEL GARLANDS—2 sizes

Add glitter and sparkle to your holiday decor. Twine these garlands around posts, drape merchandise displays, showcases, shadow boxes. Use them for window framing. Individually boxed. Your choice of red, Christmas green, chartreuse, gold, dark blue or ice blue . . . all silver-backed. STATE COLOR.

No. X207A—25 ft. long x 2 in. dia., each \$3.00
No. X207B—15 ft. long x 6 in. dia., each 6.00



Shimmering, Flameproof FEATHER TWIRL

For a new, different decorative twist, adorn your posts, walls, lights, cases, shadow-boxes, etc. with this shining base metal, fireproof fringe. Run it from ceiling to floor, create garland effects, drape merchandise displays and screens with it. You'll think of hundreds of ways to use FEATHER TWIRL in your holiday display scheme. Your choice of red, green or gold . . . all silver-backed. STATE COLOR.

No. X381—In rolls 4 in. x 30 ft. Per roll. \$3.95



Dazzling Sheer 100% FIREPROOF GLASS VEIL FABRIC

For brilliant, web-like effects in festooning, mass draping and those festive displays where you want dazzling sheerness. Can be fluted, pleated and cut apart. Note illustration of use below. In green, blue, white or pink. SPECIFY COLOR.

No. X115—40 in. wide.
Per 10 yd. bolt. . \$3.95
Per 100 yd. bolt. . 35.00

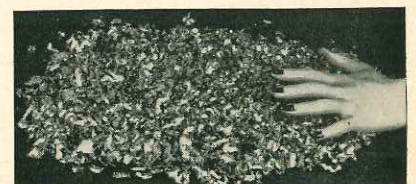


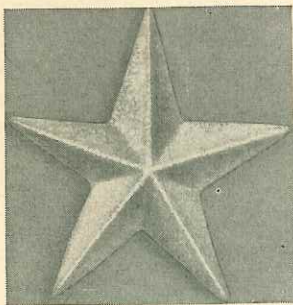
A HANDLING CHARGE OF \$1.50 IS MADE ON ORDERS UNDER \$15.00

SCATTER FOIL →

Bright, colorful aluminum foil confetti. Novel and attractive for floor covering effects, blurbs, scattered on merchandise, etc. Packed 4 lbs. to a carton which covers about 50 sq. ft. In rainbow color mixture only.

No. X8450—Per 4 lb. carton. . . \$8.50

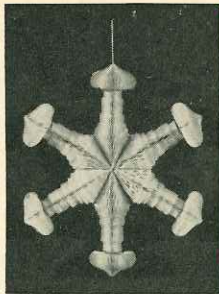




Glistening DIMENSIONAL STARS

7 in. x 7 in. frosted, white-cupped stars of papier mache. 1 1/2 in. relief. Endless decorative value—on walls, in cases, shadow boxes, on merchandise. See page 7 for star-studded foliage decorations.

No. X597—Per dozen.....\$1.50



Tissue SNO-FLAKES

Snow-white dimensional flakes of honeycomb tissue. Cardboard back. 1 dozen to a package with six different designs from authentic snowflake patterns. Fold flat. String hanger.

No. X755—11 in. dia., 1 1/2 in. relief.
Per dozen.....\$6.00



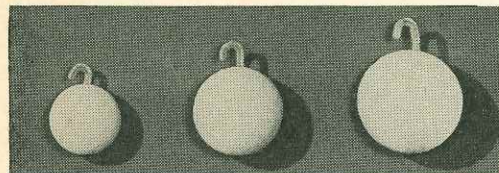
Marvelous Background and Flooring Idea!

GLITTER-TEX

Here's eye-arresting glitter in a new, glamorous material. Sparkling aluminum flakes in a combination of silver-red-green sprinkled and baked on flameproofed fluffy, white cotton wadding. It's 1/8 in. depth allows it to fall and drape in deep, graceful contours. Handles easily, cuts easily. Wonderful also for use around tree bases, displays, etc.

No. X742A—Per roll of 12 yds. x 36 in.\$8.50

No. X742B—Per roll of 48 yds. x 36 in.\$29.50



Snow Foam SNOW BALLS

Sparkling, pure white snow balls with chenille hangers. Full round. Exceptionally attractive when decorated with sequins, etc.

No. X757A—2 in.—Per dozen\$0.95
Per gross 9.50
No. X757B—2 7/8 in.—Per dozen 2.00
Per 1/2 gross 10.00
No. X757C—4 in.—Per dozen 4.50
Lot of 3 dozen 12.50

Dimensional ← SNOWFLAKES



Glittering, 4-sided ornaments of clear synthetic jewels. Each 4-sided snowflake consists of 2 separate pieces which may be used flat, as shown, or locked together for dimensional effect.

LARGE DIMENSIONAL SNOWFLAKE—8 in.

No. X433—
Per doz. (24 pcs.).....\$6.00

MEDIUM DIMENSIONAL SNOWFLAKE—4 3/4 in.

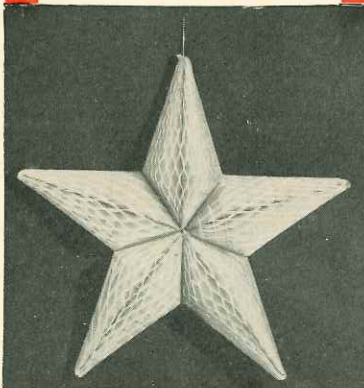
No. X461—
Per doz. (24 pcs.).....\$1.80

SMALL DIMENSIONAL SNOWFLAKE—2 3/4 in.

No. X442—
Per doz. (24 pcs.).....\$0.90

ASSORTED SIZES—(4 ea. of the above).

No. X596—
Per doz. (24 pcs.).....\$3.00

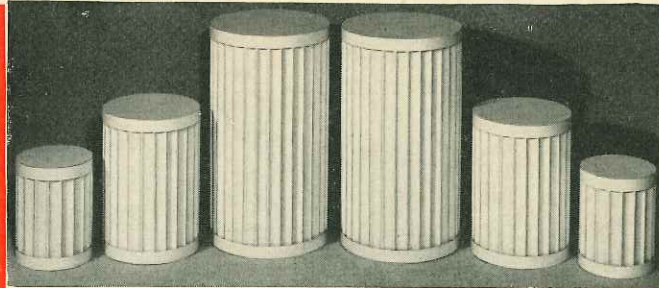


23 IN. TISSUE STAR—Of snow-white honeycomb tissue. Opens half way. Cardboard back. Folds flat. String hanger.

No. X756—23 in. dia., 3 in. relief.
Per 1/2 dozen.....\$8.00
Per dozen 15.00

CURLY-Q RED SATIN — Glittering, luxurious, silver-flittered red satin for lavish background and flooring effects. Drapes beautifully. Also excellent for cases, shadow boxes, etc. MINIMUM ORDER: 5 yds.

No. X766—40 in. wide. Per yd. \$1.50

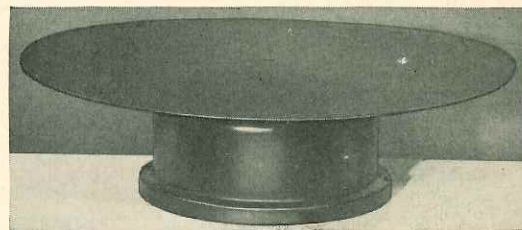


PEDESTAL SET

Made of lustrous white heavy duty reinforced display material in 1 inch corrugations. White cardboard tops. Adaptable to wide variety of uses . . . as displayers, in settings, as vase supports, etc. Sold in sets of 6 only, as shown.

No. X379—Set consists of 2 pedestals 8 in. high, 6 in. dia.—2 pedestals 12 in. high, 8 in. dia.—2 pedestals 16 in. high, 10 in. dia.

Per set of 6 pedestals.....\$4.95

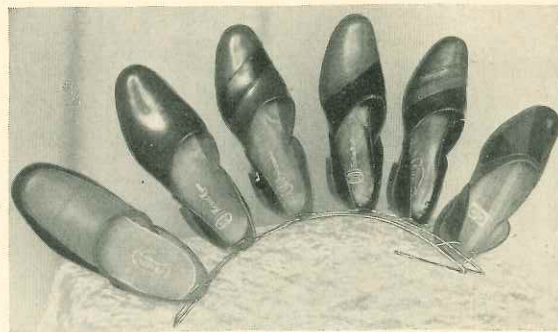


18 IN. ELECTRIC TURNTABLE

Attract attention to your displays with this compelling motion unit. Revolves 3 times per minute. Carries up to 150 lbs. balanced load or 200 lbs. centered load. All metal table and base in bright aluminum finish. Quiet-running, dependable motor 110/120 volts A.C. Turntable is available with or without built-in two-way light receptacle on the underside of the table. Plug in any electrical display and you have a terrific motion and light combination.

No. X7709—Without lite receptacle. 18 in. dia. disc raised 4 in. from floor. Each.....\$29.50

No. X7709B—With lite receptacle. 18 in. dia. disc raised 7 in. from floor. Each\$39.95



SHOE and SLIPPER FIXTURE

Only 18 in. long and it holds 6 different styles. A simple yet unique device which enables you to show more styles and sizes to more people in less space. Made of heavy gauge nickel-plated wire. Equally effective for men's, women's and children's shoes and slippers. One of the most useful and least expensive display aids yet developed. Sold only in sets of 3.

No. X108—5 1/2 in. high, 18 in. long, 6 in. deep.
Set of 3\$10.00

A HANDLING
CHARGE OF \$1.50
IS MADE ON ORDERS
UNDER \$15.00

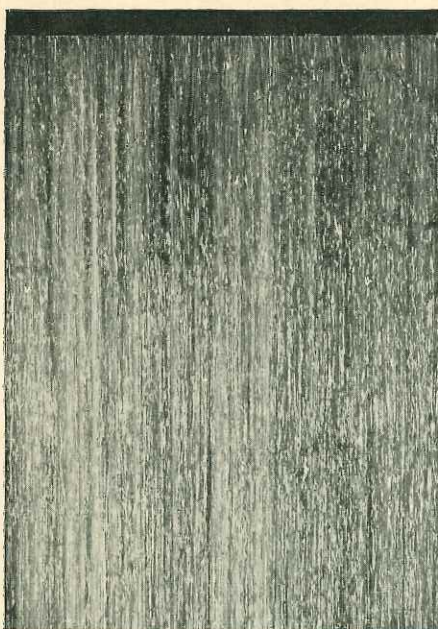


Sparkling METALLIC GLASS BERRIES

Individual berries on high quality, matching-color chenille stems. In 4 sizes and your choice of red, deep pink, silver, gold, chartreuse, green or assorted. STATE COLOR

20MM—3/4 in.—Per Gross\$3.00
25MM—1 in.—Per Gross 4.00
40MM—1 3/4 in.—Per 1/2 Gross 4.00
50MM—2 in.—Per 1/2 Gross 5.75
Assorted Colors and Sizes of Above.
Per 1/2 Gross\$3.50

VISIT OUR
SHOWROOMS



FLAMEPROOF CELLOPHANE FRINGE CURTAINS—Full of color and sparkle, gleaming shredded cellophane fringe brings unusual glamour to your Christmas display backgrounds. Inexpensive! Use it straight or draped. Your choice of **clear, red, green or dark blue. STATE COLOR.**

No. X7992 — 2 yds. wide in following lengths:

18 inch length.....	\$1.35
36 inch length.....	2.70
54 inch length.....	4.00
72 inch length.....	5.40
90 inch length.....	6.75
108 inch length.....	8.10



FLAMEPROOF CELLOPHANE AND FOIL FRINGE CURTAINS—There's glitter galore in this brilliant fringe of cellophane and foil. In combinations of **red and silver, green and silver, blue and silver or all silver. STATE COLOR.**

No. X8322 — 2 yds. wide in following lengths:

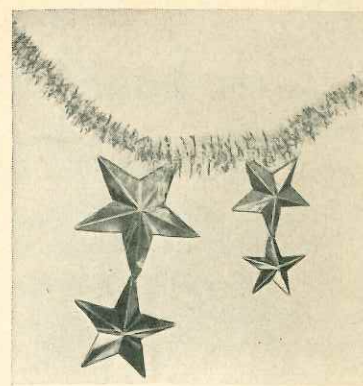
6 ft. length.....	\$ 6.40
7 ft. length.....	7.25
8 ft. length.....	8.50
9 ft. length.....	9.60
10 ft. length.....	10.75



TINSEL CLOTH—Gleaming and glistening as sparkling jewels, this silver-flittered, high-grade muslin will help you achieve dazzling effects in cases, shadow boxes, on displayers, etc. Silver only. **Minimum order accepted: 5 yds.**

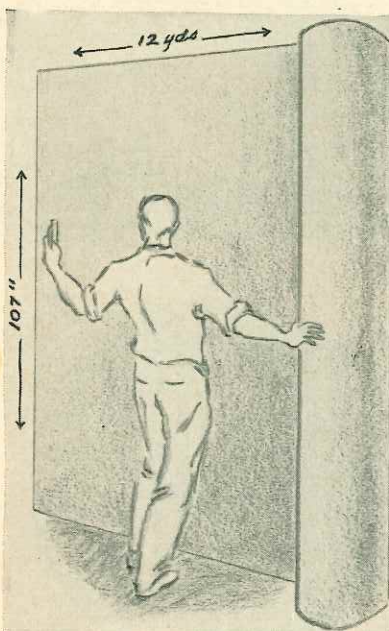
No. X384—36 in. wide.

Per yd.\$1.25



STARS—These colorful, base-metal dimensional cut-out stars literally rise to almost any occasion. Make sparkling, realistic displays wherever used. Almost a traditional must for Christmas. Ideal for package trim as well as general decorative purposes. Fireproof. Packaged flat and scored. Easily shaped. Sold in assorted bright Christmas colors and assorted sizes: 3 in., 5 in. and 7 in.

No. X598D—Per 1/2 gross, assorted \$7.50



107 in. wide x 36 ft.

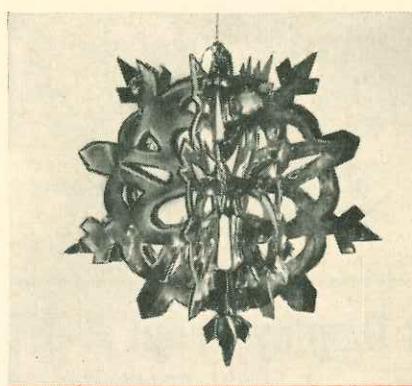
SEAMLESS PAPER

11 COLORS

The most widely used display paper of all—for tall, smooth backgrounds, post and panel coverings, case and shadow-box linings, etc. Presents the appearance of a painted background. Firm, heavy stock with a matte surface. Rolls freely. Easily cut. Quickly mounted with a stapler or tacker. Used by thousands of stores.

COLORS: Deep blue, Alaska blue, atmosphere blue, lemon yellow, Persian lime, chartreuse, deep green, Christmas red, pursuit gray, white, black.

No. X8201—In rolls of 107 in. x 36 ft. Per roll.....\$7.50



Metallic SNOWFLAKES

Dazzling, six-sided, dimensional snowflakes of base metal. Dangle them from ceilings, scatter them on display floors, decorate posts, panels, etc. In assorted bright Christmas colors. Folds flat. Fireproof!

No. X273 —4 in. dia., per dozen.....	\$1.75
6 in. dia., per dozen.....	2.25
9 in. dia., per dozen.....	3.75
Assorted sizes of above, LOT OF 3 DOZEN.....	7.50

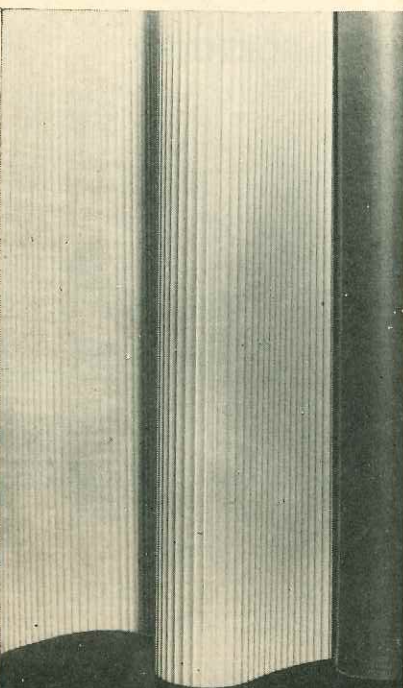


Perma-White SNOW PAPER

24 ft. x 50 in.

Thousands of glistening, frosty crystals mounted on a sturdy paper backing make PERMA-WHITE the perfect Christmas display medium. Rolls and cuts easily. Endless uses — backgrounds, post coverings, flooring, case and shadow box linings, etc. The snowy-white crystals will not shed. **White only.**

No. X923—Per roll of 24 ft. x 50 in. \$7.50



CONCAVO

The one-inch inverted precision flutings and brilliant surface-coating of CONCAVO make it look like expensive wood, plaster or plastic. A rigid, yet flexible display material of the best corrugated ever made. Now more sun-fast than ever. Cuts, folds and bends easily. In rolls, 2 sizes and a range of colors. **STATE COLOR and SIZE.**

COLORS (both sizes): White, light blue, Napoleon blue, Nile green, emerald green, yellow, flame red, ivory.

No. X8203—Per roll of 6 ft. wide, 15 ft. long.....\$7.90

No. X8203—Per roll of 4 ft. wide, 15 ft. long.....\$4.75



Fabri-Glass SNOWFLAKES

Realistic! Easily applied to windows, show-cases, mirrors or any glass surface. Merely moisten surface and gently press snowflakes against it. Available in white only.

No. X116—25 snowflakes to set with 5 snowflakes each of 5 different designs (only 3 shown). Sizes range from 4 1/2 x 4 1/2 in. to 10 x 10 in.

Per set of 25.....\$3.75



GLASS TREE ORNAMENTS

Beautifully tinted, high-gloss balls with wire loop for hanging. In gold, turquoise, red, cerise, silver, chartreuse, green or pink. **STATE COLOR.** Packed one dozen (one color and size) to a box. Boxes not broken.

Minimum order accepted: 1/2 gross

No. X200 —2", doz..	\$1.20	gross \$12.00
No. X258 —2 5/8", doz.	1.75	gross 17.50
No. X314 —3 1/4", doz.	3.00	gross 30.00

perfo-board and wire merchandise holders

THE AMAZINGLY LOW-PRICED, MOST VERSATILE COMBINATION IN DISPLAY

Display Almost Any Product
In Less Space...At Less Cost

with PERFO-BOARD

PERFO-BOARD, of genuine, tempered masonite, is the most practical, ingenious display device yet developed. Smooth both sides, $\frac{1}{8}$ in. thick. $\frac{3}{16}$ in. diameter holes, with clean edges, are punched on one inch centers over the complete board. A quality product now in wide use for merchandise display, wall panels, backgrounds and mountings. May be painted, stained or otherwise finished.

Show More Merchandise
Faster to More People

Teamed with the wire merchandise holders shown at right, **PERFO-BOARD** offers an unprecedented opportunity to display a wide selection of items in small space... shoes, shirts, hats, household goods, lingerie, cosmetics, etc. Note the effective, sales-making presentation in the illustration at extreme right. Holders lock into perforations and slip out easily. Changes are made speedily, simply—no tools, no trouble.

AVAILABLE IN 3 RECTANGULAR SIZES:

No. X579—4 ft. x 8 ft., per panel.....\$9.40
No. X579—4 ft. x 6 ft., per panel..... 7.00
No. X579—3 ft. x 4 ft., per panel..... 3.50
Note: On orders less than 6 panels, add \$2.00.

MERCHANDISE HOLDERS—For Use with PERFO-BOARD

Plated wire displayers specially made to fit into $\frac{3}{16}$ in. perforations in **PERFO-BOARD**. Easily and quickly inserted. Stay securely in place. Simple to remove.

No.

XM-1 Picture Hook $1\frac{1}{4}$ "
Per Dozen\$0.35

XM-2 Hanger Hook.
Per Dozen 0.40

XM-3 Single Hook 5".
Per Dozen 2.60

XM-4 Shelf Support.
 $7\frac{1}{2}$ ". Per Dozen.... 4.20

XM-5 Double Hook.
 $4\frac{1}{2}$ ". Per Dozen.... 3.00

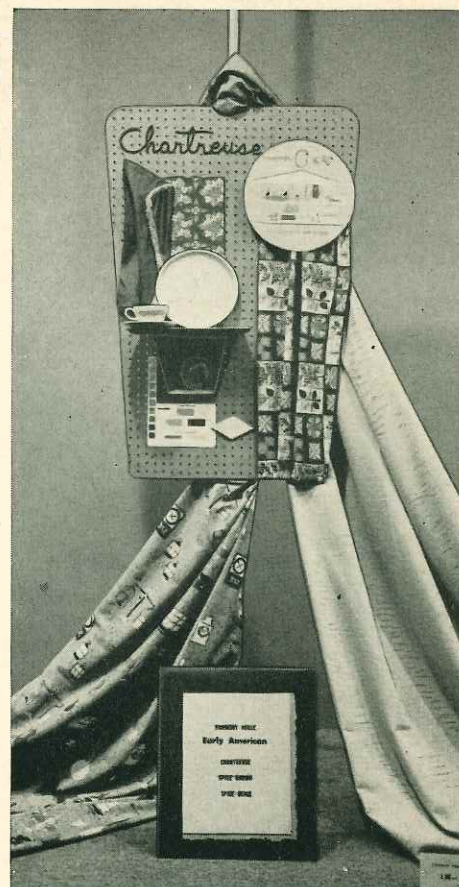
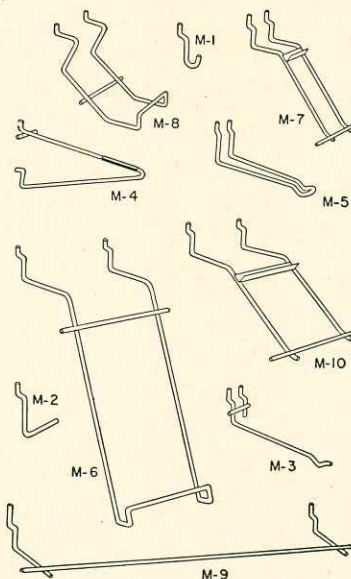
XM-6 Shirt Displayer.
Per Dozen 5.40

XM-7 Shoe Displayer.
Single. Per Dozen. 5.40

XM-8 Utility Support.
Per Dozen 4.80

XM-9 Hanging Rail.
18". Per Dozen 4.80

XM-10 Shoe Displayer.
Double. Per Dozen. 6.60



The Newest, Low-Cost Display Prop! A-J DECA POLES

A-J DECA-POLES AND PERFO-BOARD— A GREAT, SALES-WINNING DISPLAY TEAM

A-J DECA POLES provide strong, rigid supports for numerous types of displays and make smart backgrounds and dividers for open windows and interiors. Constructed of heavy fibre in attractive neutral woodgrain finish and reinforced with steel tubing. Poles are $1\frac{1}{2}$ in. dia. Packed three 9 ft. 2 in. poles in a carton, each pole consisting of 6 varized sections and a rubber-capped steel plunger with a $3\frac{1}{2}$ in. compression. Extra 36 in. extensions available in lots of 3. These extensions, in combination with the smaller sections in the regular Deca-Pole set, will accommodate ceiling heights exceeding 9 ft. A-J DECA POLES are easily erected and dismantled. Instruction sheet in each carton.

No. X600A—Carton of three 9 ft. 2 in. poles.....\$13.95

No. X600B—Carton of three 36 in. extensions... 4.75

A-J DECA-POLE ACCESSORIES

← A-J DECA SHADOW BOXES 17 in. x 17 in. x 4 in.

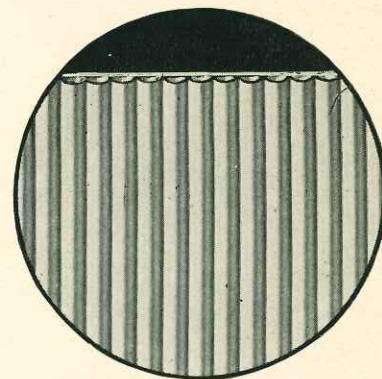
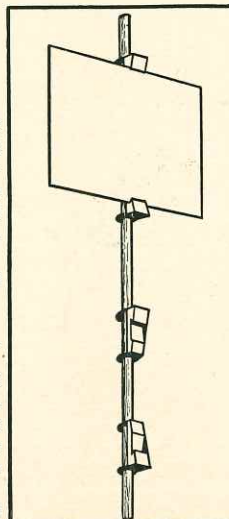
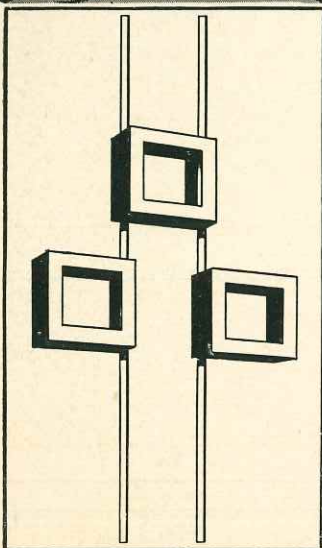
Smartly designed shadow boxes made of white double-faced corrugated board. Quickly and easily assembled, they fit securely to A-J DECA-POLES and make excellent display mediums for a wide variety of items—men's, women's and children's. Available in cartons of 3 only. Assembling instructions in each package.

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Full-round, 10 in. horn in white brushed gold. Decoration of frost-tipped, green needle pine; shiny green lacquered leaves and red ribbon bow.

No. 2CX3/57—18" long, 15" spread.
Each \$3.00
Per 1/2 dozen 15.00



2CX5417



2CX5423



2CX5416



2CX5418



VIOLIN SPOT

Full-round, 10 in. violin and bow in white brushed gold. Decoration of shiny green lacquered leaves; pine cones, red berries and frost-tipped, green pine shoots.

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LOW-PRICED, GREEN FIBRE HOLLY WITH RED HOLLY BERRIES

Life-like, nicely-veined leaves. All decorations have shiny red berries. Wreath also has white-edged natural pine cones, red ribbon bow and wire hanger.

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Per 1/2 dozen	11.25
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